

# DANI CERUTTI

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## EXPERIENCE

- OCT 2025** **ALCHEMY MEDIA** **NEW YORK, NY**  
**CURRENT** **Media Sales Coordinator**
- Developed data-backed sales proposals across beauty, fashion, CPG, etc. industries by combining client advertising goals with unit performance and target audience data for maximum brand impact
  - Managed campaign execution from sales planning through installation, creating contracts, overseeing production and deliverables, and liaising clients, production, and install teams
  - Supported new client relations by facilitating meetings and creating decks to discuss offerings, help ideate, and source/bring in partners for large media installs, pop-up events, and social content
- SUMMER 2025** **ADAM&EVEDDB** **NEW YORK, NY**  
**Strategy Intern**
- Worked on strategy for clients including JetBlue, Kroger, Pure Leaf, Muscle Milk, RMCH, + new biz
  - Conducted competitive, cultural, and social landscape analyses across beverage, financial, and grocery industries; synthesized insights into decks to identify brand tensions and opportunities
  - Led 25+ man-on-the-street interviews and conducted social listening on Reddit, TikTok, Instagram, and other platforms to uncover trends and develop consumer personas to help shape pitches
  - Collaborated with account and creative teams to develop a holiday campaign strategy for JetBlue, and supported Senior Strategists in writing proactive briefs and trend newsletters for clients
- SUMMER 2024** **DEVITO/VERDI** **NEW YORK, NY**  
**Advertising Intern**
- Led demand generation efforts by creating 30+ segmented new business outreach scripts, analyzing trends, current events, and engagement data, and increased response rates by 20%
  - Supported brainstorming sessions, managed 15+ award submissions, and assisted 7 RFPs
  - Outlined social media strategy, studied viral content, and produced 30+ videos and graphics
  - Conducted client analyses, built 5 industry-specific capabilities decks, aided ad brief development
- SUMMER 2023** **OES GLOBAL INC.** **FORT LAUDERDALE, FL**  
**Digital Marketing Intern**
- Built a 6-month content calendar and conversion system for cross-platform media distribution
  - Created Reels and original graphics to boost engagement and increased social following by 110%
  - Conducted weekly A/B/C email tests, identified patterns to optimize outreach strategies, delivered detailed analytics reports to marketing team, and improved open rates and web traffic by 15%
  - Applied AI tools to email and blogs; researched SEO and Google Ads for product optimization
- 2022 - 2023** **UNIVERSITY OF MICHIGAN HOUSING DEPARTMENT** **ANN ARBOR, MI**  
**Marketing and Strategy Associate**
- Led 5-person team in creation of yearlong social media calendar using analytics and user data
  - Used segmented audiences and tailored content to increase Instagram following by 150%
  - Designed 50+ original graphics with Canva and Adobe, resulting in a 200% engagement boost
  - Promoted campus events and opportunities, and led projects such as t-shirt designs and hall maps

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- EDUCATION** **UNIVERSITY OF MICHIGAN** **ANN ARBOR, MI**  
**College of Literature, Arts, and Sciences**  
Bachelor of Arts, May 2025  
Cognitive Science, focus in Decision Making | GPA 3.9/4.00 | James B. Angell Scholar
- Stephen M. Ross School of Business** **Stamps School of Art and Design**  
Minor in Business Administration **Minor in Art and Design**

**COURSE HIGHLIGHTS:** Consumer Behavior, Social Media Marketing, Interaction Design, AI in Cognitive Science

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## MORE OF ME

- **Skills:** Adobe Creative Suite, Microsoft Suite, Google Suite, Brandwatch, Figma, Canva, French
- **College Activities:** Alpha Delta Pi, Arts Ambassadors, LLM researcher, strategy teaching assistant
- Attended a French study abroad program, living with a native host family, and a semester in Rome
- High school scholastic art award winner; created art from beach trash, featured in local art exhibits
- Big lover of thrifting and vintage clothes, long walks and slow runs, and recently, pottery