

# DANIELLA RUDOY

5656 Whitsett Ave. Valley Village, CA 91607 • 323 747 7361 • [daniella.rudoy@yahoo.com](mailto:daniella.rudoy@yahoo.com) • [daniellarudoy.wordpress.com](http://daniellarudoy.wordpress.com)

Hard-working, charismatic mass communications and public relations professional

## SKILLS

---

- ◆ Technical: Adobe Premiere, Adobe Audition, Microsoft Office, DSLR and Sony Cameras; Apple and Mac products
- ◆ Social Media: Instagram, Facebook, Snapchat, Twitter
- ◆ Trilingual (English, Russian, Spanish)
- ◆ Feature, magazine, and hard news style writer.
- ◆ Published reporter on various topics.

## EDUCATION

---

Walter Cronkite School of Journalism and Mass Communications – Arizona State University (2015 – 2019)

- ◆ Bachelor's Degree in Public Relations
- ◆ Related academic coursework: PR Research, PR Writing, PR Campaigns, Advanced Reporting, Videography

## EXPERIENCE

---

- ◆ 2018-Present On-Campus Leadership Positions – RA, Fitness Instructor, Fitness Manager
  - Planned events for freshmen students, monitored their success and handled crisis situations regularly and with poise as an RA. As a group fitness instructor I scheduled and managed all employee shifts, made sure there were no scheduling conflicts, choreographed and led my own classes, and organized gym staff meetings and events. Both positions required me to manage myself, my time, as well as people in positions higher and lower than me.
- ◆ 2018-Present Brand Development and Writing Intern – Body by Gilles
  - Worked with Instagram mega-influencers Gilles Souteyrand, Natasha Oakley, and Devin Burgman on building and developing their fitness company, Body by Gilles.
  - Wrote and proofread company documents ranging from classified files and fitness guides, as well as creating social media content and captions for their combined millions of followers.
  - Scouted influencers for collaborations and advertisements, suggested brand changes that were later implemented and boosted company success, created competitions and posts that increased follower engagement, and maintained pristine organization for company ventures and media appearances.
- ◆ 2017-2018 Entertainment PR Intern – Bear Public Relations
  - Managed several high-caliber celebrity clients and events while maintaining a professional attitude and relationship.
  - Organized company and client information, researched relevant outlets, sent daily pitches, and acquired clients press in outlets such as Forbes and Glamour Magazine.
  - Organized and scheduled client meetings and press events, and helped plan a film festival.
  - Helped organize and ran a celebrity red carpet for an ESPYs pre-party.
- ◆ 2017 Reporting and Videography Intern – know99 Television
  - Worked daily as a reporter and videographer, shooting, editing, producing, and starring in news packages of various lengths for on-air, as well as daily station tasks.
  - Conducted on-air interviews, managed social media accounts for the city of Phoenix, and filmed content using Sony and DSLR cameras.