

DANIELLE PERLIN

dperlin2@gmail.com 847-721-7415 <http://www.linkedin.com/in/danielleperlin> 4006 N. Kilbourn, Apt. 3A Chicago, IL 60641

PROFILE

Communications professional specializing in writing, editing, social media outreach, and SEO. Produced original and assimilated content, delivering newsworthy stories to Tribune Company's readership of 42 broadcast stations and eight newspapers. Passionate about storytelling; can provide high-quality work in a fast-paced, detail-oriented environment.

COMMUNICATIONS EXPERIENCE

Quick Leonard Kieffer (executive recruiting firm in healthcare)—Chicago, IL 2013-2014
Marketing Manager/Editor

- Edited more than 250 written materials sent to clients, including write-up bios, job specs, and proposals
- Created consistency standards within all written documents; edited company bios and other company-wide materials
- Managed all content in six-page quarterly newsletter; updated website as needed

Bountiful Eatery (gluten-free restaurant)—Chicago, IL 2012-2013
Public Relations and Social Media Coordinator

- Created and managed Facebook and Twitter accounts, edited website and had successful story placements in RedEye, Forbes, and more; had successful mentions, including ABC's "The Hungry Hound"; helped cater networking events

Tribune Company—Chicago, IL 2010-2012
Promoted from Editorial Assistant to Nation/World Online Producer, Media on Demand Digital Team

- Gathered breaking national, world, sports, and entertainment news from Reuters and other sources for 42 Tribune broadcast sites and Tribune's eight newspapers; made newsworthy judgments for Tribune's national readership
- Produced and aggregated content for Autos, Homes, and Seasonal pages; updated photo galleries and videos
- Created original photo galleries for Autos, Seasonal, and other features pages
 - Valentine's Day gifts for her (9,000+ page views in a week); Top Ten Scariest Car features (13,000+ page views); 15 tips for your summer diet; Corvette Generations (9,000+ page views in four days)

Intern, The Syndicate Team 2009

- Aggregated content for News, Features, and Television departments

OTHER PROFESSIONAL EXPERIENCE

22nd Century Media—Northern Suburbs of Chicago 2012-Present
Staff Writer

- Write features in Northbrook, Winnetka, Glenview, and Highland Park; have covered over 50 events and meetings

Skokie Caucus Party—Skokie, IL 2012-2013
Press Manager

- Managed public relations for the 2013 election. Won all six contested trustee seats.

Skokie.Patch.com—Skokie, IL 2010-2011
Freelance Writer

- Wrote features relating to health and wellness as well as the community

Illini Media—Champaign-Urbana, IL 2006-2010
Promoted from Staff Writer to Managing Editor/Copy Chief

- Managed copy desk staff of four; led weekly staff meetings; created headlines/story ideas; reviewed weekly edits
- Worked with Editor in Chief to hire new writers and copy editors; edited magazine copy weekly
- Wrote articles for community section; profiled people and organizations throughout Champaign-Urbana

SKILLS

Wordpress; Basic HTML coding, SEO, Google Analytics; MailChimp; Adobe Photoshop and InDesign CS3; Final Cut Pro; Microsoft Word, PowerPoint, Excel; AP Style; Hootsuite; Proprietary Tribune Company content management systems; Facebook and Twitter; Constant Contact; Outlook

EDUCATION

University of Illinois at Urbana-Champaign—Champaign-Urbana, IL 2006-2010

- Bachelor of Science in Journalism, News-Editorial Sequence; GPA: 3.3/4.0
- Minor in Political Science

Hebrew University of Jerusalem—Jerusalem, Israel 2008-2009