

# Daisy Leepson

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Marketing/media production coordinator and content creator skilled in brand marketing and creative strategy. Experience in multimedia production and talent relations for both startups and established companies. Prior roles included conducting/managing brand agency RFP search, managing social media/coupons for ultra-premium brand going from 60 retail outlets to over 1,500 retail outlets in 21 months. Producer of six short films; food stylist of two short films. Multi-year experience working for two world renowned multimedia festivals – SXSW and Tribeca Festival. Experience using tools such as Adobe Premiere and InDesign, Figma, and Asana.

## EDUCATION

### **Bachelor of Science, Magazine Journalism**

S.I. Newhouse School of Public Communications, Syracuse University

### **Bachelor of Science, Information Management and Technology**

School of Information Studies, Syracuse University

## EXPERIENCE

### **Social Media Coordinator, Alec's Ice Cream, Petaluma, CA**

**06/2021 – Present**

Startup brand in ultra-premium ice cream segment - now in 1,500 retail outlets

- Managed RFP and onboarding for brand agency resulting in rebranding and repackaging
- Built promotional coupon program that targeted ideal consumers driving demand
- Provided feedback on all aspects of brand redesign: on-pack graphics, typography, copy, and off-pack assets
- Creator and editor of original video and photo content for social media
- Owner of all brand partnerships and collaborations

### **Jury Coordinator, Tribeca Film, New York, NY**

**06/2022 – Present**

Multi-platform media and entertainment company

- Served as the liaison for the Nora Ephron Jury while also being the primary communicator between respective teams and Tribeca Film for all aspects of the festival
- Coordinated daily itineraries, transportation, and facilitated experiences at fifteen screenings while managing talent at private screenings/red carpets
- Returning for a second year to coordinate other liaisons for the 2023 festival starting in May 2023

### **Marketing Specialist, Whitver Marketing, St. Petersburg, FL**

**03/2020 – 06/2021**

Startup and marketing research consulting firm

- Designed layouts (Divi and WordPress) to drive front-end web development and management
- Updated and managed websites, designed graphics for featured blog posts, and strategized social media content plans

### **Media Specialist Intern, Pandia Health, Palo Alto, CA**

**03/2020 – 03/2021**

Multidisciplinary women's healthcare startup

- Engaged a Gen-Z audience by launching short-form content on Instagram, Facebook, and TikTok to inform, educate, and create awareness about Pandia Health services
- Wrote regular lifestyle and women's health articles for Pandia Health media assets

### **Startup Research Intern, SXSW Festival, Austin, TX**

**08/2019 – 03/2020**

Internationally recognized festival that champions multimedia

- Researched and evaluated 50 startups weekly
- Critically examined startups through a venture capitalist's eye by evaluating value, feasibility, and uniqueness

## SKILLS

- Design and Editorial: Adobe InDesign, Illustrator, Photoshop, Premiere, Acrobat, Audition, XD - Figma
- Social Media: SEO, HootSuite, Later
- Website Management: HTML, CSS, SQL, WordPress, Squarespace, GoDaddy, Divi, Bluehost
- Project Management: Google/Microsoft Suite, Slack, Notion, Asana, Trello
- Spanish - Conversational