

# DANIELA GALDI

Philadelphia, PA

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## Capabilities Fact Sheet

- Tech-savvy and quick learner to new technology. Can work from Mac or PC programs as well as platforms such as Wix, Squarespace, Hootsuite, Bit.ly, Linktr.ee, Canva, scheduling applications such as Mind/Body, Setmore, task/team management programs such as Slack, Asana, Trello, Hubspot, Evernote, financial programs such as Square, Quickbooks/Intuit.
- Remains up-to-date with what is current in the Philadelphia Community as well as in mass media, especially in television/entertainment, pop culture and health & fitness.
- Social Media - Develop and implement a social media / marketing campaign (facebook, twitter, instagram, snapchat, etc). Create an active presence that engages current and potential customers. Digital and creative expertise based on analytical understanding.
- Writing for the internet through blog post articles, profile articles and interviews.
- Excellent in concept development, brand positioning and image, strategizing plans of action, scheduling and networking.
- Adamant about providing an encouraging, positive and enjoyable experience. Self-motivated team player who isn't afraid to take initiative.
- Professional entertainer/performer - Trained in a variety of styles and techniques of dance, vocal, theater, broadcasting, on-camera hosting, improvisation and vocals.
- Media-trained on-camera host with training and experience in hosting, co-hosting, interviewing, improvising live, live to tape, script writing, teleprompter, and brand and product representation.
- Teacher - Over 15 years, all levels fronting a variety of small group and large groups, ages and one-on-one interaction. Also, certified Pilates and Fitness instructor, and have worked with all levels, including NFL athletes, post-surgery and injury rehabilitation. Years of teaching has given me strong capabilities at breaking down information clearly, listening effectively and establishing relatability between the subject and subject matter.
- Producing and Directing - Expert in live performance directing and coordinating for meeting the needs of a specific event, and creating innovative themes for events, specifically live performance events. This involves scouting locations, a team, budgets and effective marketing.
- Seven years as Artistic Director for co-founded volunteer performance company. Over 10 years of self-producing performances and community events and selling out ticketed performances and events. Roles include: brainstorming & developing visual concept & storyline, choreographing, conceptualizing graphics for marketing materials alongside designer, coordinating performers and collaborators, assigning music and lighting. Concepts for multiple dance stage performances are done through elaborate narrative storylines integrating an element of out of the box thinking for the audience.
- Fundraising and event coordinating - Funding goals accomplished. Production, theme development, décor stylist, responsible for attaining sponsorships.
- Developed a profiting small business storefront (*Trullo Pilates*) in Northern Liberties, on of the trendiest neighborhoods in Philadelphia, from the ground up. Duties included: business concept & strategy, marketing, organizing events, holding charity events, building clientele, Pilates instruction, managing & mentoring staff, staff meetings & employee efficiency, social media, branding, logo design, customer service, finances & book keeping, scheduling, social media development, newsletter blasts.
- Production Coordination - work within the Production Management team to develop, plan, and execute client productions. Work with directors and 1st ADs to assist in production planning, production design, and post production management projects as required. Assist in project development / creative discussions. Work with Production Management to assist with all planning through post production. Manage end-2-end. Small and large scale video production.