


ELIZABETH DANIELL

PR & COMMUNICATIONS

 (404) 771-5075

 elizabethmdaniell@gmail.com

 New York, NY

 elizabethmdaniell.com

EXPERTISE

Versatile storyteller with 10 years of communications experience in both agency (consumer) and in-house (music & entertainment) settings.

Strategic Messaging Event Production Copywriting Reputation Management
Cross-Functional Collaboration Content Strategy Media Relations Project Management

WORK EXPERIENCE

VP, DIRECTOR OF CONTENT & PR

FINN Partners, Consumer Lifestyle & Sports Group, New York, NY 2022 - present

- Provide strategic communications counsel for brands across global apparel (VF Corp), consumer lifestyle (PetSuites, Stag's Leap Wine Cellars), luxury (The Ritz-Carlton Residences, Portland) and environmental advocacy (Protect Our Winters, Rivers are Life).
- Lead five matrixed account teams to develop and execute research-based, integrated PR & communications plans, including earned and paid media, brand partnerships, influencer campaigns and consumer activations.
- Shape creative and timely storytelling moments to secure high-impact media coverage in consumer and business media for clients across industries.
- Drive agency group's in-house content marketing and social media strategy and execution to generate new business leads.
- Oversee account contracts, budgets and performance to ensure that teams are consistently meeting established goals and KPIs.

ASSOCIATE DIRECTOR OF COMMUNICATIONS


Previous: Communications Manager, Communications Coordinator

Atlanta Symphony Orchestra, Atlanta, GA 2015 - 2022

- Developed annual strategic marketing communications plans and managed day-to-day project calendar execution for announcements and concert promotions.
- Oversaw print and digital content development, including marketing and sales collateral, a Southeast EMMY Award-nominated "ASO Plays On" NBC documentary, more than 50 monthly program books and more.
- Led operations for in-person and virtual events, including media activations, two national DEI conferences, and consumer and internal events.
- Managed agreements, budgets and relationships with agency partners, vendors, and corporate and creative partners.
- Built and maintained relationships with regional and national media to secure top-tier media coverage including hits in NPR, The Today Show, CBS Evening News, The New York Times and more.
- Led PR efforts for all organizational announcements and developed media relations materials such as press releases, advisories, media lists and statements.
- Composed executive communications and crisis management materials for internal and external audiences.


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WORK EXPERIENCE

ASSISTANT ACCOUNT EXECUTIVE

Previous: Account Coordinator, PR Intern
Kleber & Associates, Atlanta, GA

2014 - 2015

- Prepared press releases, FAQs, media advisories, pitches and media lists.
- Managed content calendars and drafted social media copy, blogs and bylined articles.
- Compiled and presented performance reports for weekly client briefings.
- Assisted in new business generation for the agency, including an executive visibility and thought leadership campaign.

PROGRAMS

MS Office 365
Google Suite

Muck Rack
Meltwater

NetSuite
Slack, Teams

Cision
CoSchedule

WebDAM
Mailchimp

AWARDS & PROFESSIONAL DEVELOPMENT

PRSA Georgia Award for Excellence for Media Relations 2016

PRSA Georgia Phoenix Award for Press Releases 2016

Pathbuilders Percepta Leadership Program Alum 2021

PRSSA Partners for Diversity Program Mentor 2024

EDUCATION

GEORGIA STATE UNIVERSITY 2014

BA Journalism

Concentration: Public Relations

Minor: Psychology