Danielle Wasserman

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PROFESSIONAL EXPERIENCE

Yahoo, New York, NY **June 2024 - Present**

Event Coordinator, Global Events & Experiential Marketing

- Manage, track and support the end-to-end execution of multiple high-profile events, managing complex timelines, deliverables, and cross-functional coordination across internal teams and external partners
- Research and secure vendors, venues, talent and experiential elements aligned with brand and budget objectives
- Build and manage event registration systems (Google Forms & Splash)
- Analyze event performance data and develop post-event recap decks with key insights and recommendations
- Oversee logistics for event materials, including procurement, shipping, and on-site organization of premiums and branded assets
- Manage vendor relationships, contracts, purchase orders, and invoicing across concurrent events, including coordinating 25+ vendor payments for a single large-scale activation
- Leadership & Tier 1 Projects
    - Lead food & beverage strategy for Yahoo tentpole events (MAKERs Summit, NewFront, Yahoo Finance Invest)
    - Own premiums strategy across major activations and large client gifting initiatives
    - Lead recruitment, training, and management of brand ambassadors across events
    - Manage high-volume registration, room blocks, transport, and on-site experiences for events with 2k+ invites
    - Serve as lead for Events Culture Club and a member of Marketing Culture Club

Recording Academy/GRAMMYs, Santa Monica, CA **June 2021 - May 2024**

Project Manager & Executive Assistant, Marketing

- Enabled cross-functional management efficiencies, executive support, scheduling, invoicing, expense reporting, agenda curation, note support, and end-to-end project execution
- Leadership & Tier 1 Projects
    - #GRAMMYsNextGen Party & GRAMMY House: Researched and managed communications and guest lists for initiative including GRAMMY House surpassing 5k+ invites. Supported artist relations, event planning, contract execution and hosting of artists such as Noah Kahan, Gracie Abrams, Halle Bailey, and Ice Spice
    - Artist Showcases: Managed email marketing to 13k members and staff for artist showcases. Supported soundcheck, artist communications, and interview execution for artists such as Reneé Rapp and Hozier
    - Behind the Record: Lead award-winning social media initiative recognizing music creators through artist research, content generation and information organization. Managed communications with artist teams for talent including Billie Eilish, BTS, Kelsea Ballerini, Jonas Brothers, and Lady Gaga
    - Supported marketing initiatives with CBS for the 63rd, 64th and 65th Annual GRAMMY Awards

ADDITIONAL EXPERIENCE

Big Machine Label Group, *Music Publishing Intern***,** Nashville, TN **Summer 2019**
Academy of Country Music (ACM Awards), *Marketing Intern***,** Encino, CA **Spring 2019**
Bethel Woods Center for the Arts, *Marketing Intern,* Liberty, NY **Summer 2018**
GBH (PBS Station), *Marketing & Studio Tour Intern,* Boston, MA **Fall 2017**

EDUCATION

Boston University, Boston, MA
Bachelor of Science: Mass Communication, concentration in History

SKILLS

Certifications: New York University Music Industry Essentials Certificate, Asana Workflow Specialist Certificate
Computer: Audacity, Adobe Creative Cloud, Airtable, Asana, Canva, Concur, Google Drive, iOS, MacOS, Navan, Oracle, PC, Mailchimp, Microsoft Office, Social Media, Splash, Zoom