

DANIELA SCHAICH

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EDUCATION

KENNESAW STATE UNIVERSITY | DEC 2020

Bachelor of Business Administration in Marketing

- Certification Joel A. Katz Music & Entertainment Business
- Minors in Psychology and Technical Communication
- Study Abroad Program at University Carlos III of Madrid
- GPA: 3.69

PROFESSIONAL EXPERIENCE

ARTIST RIGHTS INTERN | MAY - AUG 2019

Live Nation Entertainment

- Developed trend reports and artist one sheets for clients.
- Tracked Artist Rider requirements for Sponsorship Programs.
- Worked on the initiative "All Access" in the Atlanta market for Music Forward Foundation.

FIELD MARKETING INTERN | JAN - MAY 2019

Allied Global Marketing

- Developed pitches to communicate with college media, student organizations, and local businesses.
- Assisted with event management of six evening screenings and two press tours.
- Researched and identified target audiences for campaign messaging with Cision, TVEye and Google.

BUSINESS TUTOR | JAN 2019 - 2020

KSU Coles College of Business

- Assisted students with managerial and financial accounting in a patient and respectful atmosphere.
- Provided reports on the improvement of the student and the content seen in every session.
- Continually improved student learning through positive conflict analysis and resolution.

MARKETING AND DEVELOPMENT INTERN

Earl Smith Strand Theatre | AUG - DEC 2018

- Assisted with marketing events with excellent turnout.
- Supported the Director of Development, with fundraising activities including the 250 Grand for the Strand campaign.
- Developed and managed events, sponsors and patrons through databases.

SKILLS

- Strategy
- Digital Marketing
- Graphic Design
- Research
- Intercultural Psychology

LANGUAGES

- Spanish (Native)
- English (C1)
- German (B1)

SOFTWARE

- Adobe Illustrator (Intermediate)
- Adobe Dreamweaver (Basic)
- Adobe InDesign (Basic)
- Google Analytics (Basic)
- Microsoft Office Suite

LEADERSHIP

- Strand Theatre's Radio Hour (Production Assistant)
- International Student Association (Publicity Committee)
- Catholic Student Association (Hospitality Vice president)
- Music Ensemble ITESM (Head of singers)

PROJECTS

- Zara in China: An International Marketing Case Study
- Sixthman: Campaign for Runaway to Paradise (Miami) Cruise
- Moxie: Marketing Campaign for Delta Air Lines
- Leah Culver: Artist Branding
- KSU/bmk International: Porsche social media case study