



DANIELLE SLAPAK DIBENEDETTO

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EDUCATION

CENTER FOR DIGITAL ARTS AND IMAGING AT BOSTON UNIVERSITY; Waltham, MA
Certificate in Graphic and Web Design

BOSTON UNIVERSITY SCHOOL OF MANAGEMENT; Boston, MA
Bachelor of Science in Business Administration; Concentration in Marketing

SKILLS

Adobe InDesign, Photoshop, Illustrator, Dreamweaver, Soundbooth; Microsoft Excel, Word, PowerPoint, Outlook; HTML; CSS

DESIGN EXPERIENCE

HILTON WORLDWIDE BOSTON REGIONAL SALES CENTER November 2010 – Present
Marketing Manager

- Oversee a total of nine social media channels, including Facebook, Twitter, Instagram and Pinterest for four Hilton Worldwide properties in Boston. Coordinate on-site social media champions in developing monthly social media strategies to increase each hotel's fan base and engagement across all channels. Schedule ad buys and track revenues, resulting in over \$10,000 in referred revenue YTD.
- Work closely with our eCommerce Manager and Revenue Directors on a monthly basis to compose and source creative for email newsletters. Follow up on ROI figures for each campaign to evaluate successes and key learning points.
- Coordinate and manage on-site hotel photo shoots to update meeting, accommodations, restaurant and public spaces. Document image release forms and manage the hotel photo libraries.
- Launch and manage individual hotel and cluster advertising campaigns, placing and creating banner ads, coding customized websites and landing pages, designing and updating sales sheets, tailoring PowerPoint presentations to specific clients, maintaining up-to-date menus, etc.
- Act as the point of contact for all Hilton and DoubleTree by Hilton brand-related items to ensure all collateral and online creative meets strict brand standards.
- Compose press releases and manage media visits on an as need basis.

FREELANCE DESIGNER November 2007 – Present
Graphic / Web Designer

- Ac hoc designer for the Boston Duck Tours and Frost Ice Bar. Deliver custom coupons, trade show banners and advertisements (March 2014 – Present).
- Designed and coded a new website for Barracuda Tavern, located in Boston, MA (barracudatavern.com). Working on a food truck concept for mobile catering and new revenue streams. Retained on a monthly basis for website edits and updates (April 2013 – Present).
- New logo concept and website creation for Revelation Hair Salon. Satisfy custom printing requests on an as need basis (February 2012 – Present).
- Coded and re-designed the Duval Dance Studio's website including adding the JackRabbit online registration system. Retained on a monthly basis for website edits and updates (July 2008 – Sept 2014).
- Customized promotional flyers for the Boston Attractions Group; designed collateral for the organization's first hosted FAM tour; and acted as the organization's Web Administrator for two years by coordinating featured monthly attraction as well as website updates and additions/removals (February 2008 – November 2010).
- Created DVD design for promotional Hale Reservation video (November 2007).

ADDITIONAL EXPERIENCE

MUSEUM OF SCIENCE

November 2007 – November 2010

Group Sales Manager

- Re-designed informational flyers for the tour and group markets. Customized and updated sheets for distribution at multiple trade shows each year. Coordinated printing with internal and external vendors as needed.
- Created custom e-newsletters for the tour and group markets. Organized, maintained and grew lists.
- Worked closely with the Publications Department to create new materials for group promotions, events and programs.
- Composed an annual marketing plan, and implemented new programs, such as hotel partners, Duck Tour packages and performance groups on a timely basis.
- Increased tour revenues by 20% within the 2008 fiscal year through one-on-one meetings and by sending relevant, market-specific updates. Grew hotel partner revenues by over 50% in the first half of FY2009.
- Attended local and national trade shows and industry meetings to keep key markets up-to-date on new exhibits, shows and programs.

WGBH ENTERPRISES

April 2007 – November 2007

Marketing Manager

- Coordinated, conceptualized and created advertisements for the wholesale, education and consumer markets to promote new DVD releases. Researched and reviewed new advertising avenues such as blogs, specialized websites, etc.
- Created flyers to supplement printed DVD catalog for distribution at multiple trade shows; coordinated printing with outside vendors as needed.
- Utilized Dreamweaver to create custom e-newsletters in Vertical Response for various customer segments including: wholesalers, individuals, sales reps, educators and libraries. Organized and maintained online lists.
- Researched new customers as new products were released and worked closely with existing customers to inform them of new releases; brought in over \$6,000 in new customer sales within 5-months.

NEW ENGLAND AQUARIUM

January 2004 – April 2007

Group Sales Coordinator

- Utilized Dreamweaver to customize monthly and quarterly e-newsletters for Aquarium/IMAX promotions for a database of over 5,000 members.
- Created PowerPoint presentations to be shown before each IMAX film during the annual Education Appreciation Night.
- Coordinated and developed content for group sales marketing initiatives. Worked closely with the in-house Design Department and outside vendors to produce pieces.
- Worked closely with the Director of Group Sales, and other Aquarium departments to create, implement and promote sales initiatives, such as hotel/concierge packages (increased 2006 bulk ticket revenue by 10%) and IMAX birthday party packages (resulted in \$4,000 of revenue).
- Implemented various promotions to increase college revenue and exceeded 2005 budget by 150% (\$128,000); planned and executed annual College Open House (annual attendance – 1,400); coordinated college lab program with Boston University (approx \$4,000 annually); and managed dedicated college website.

INTERESTS

- Drawing; dancing (29 years; 14 years certified dance teacher); running; kayaking; amateur baby photographer; homemade ice cream maker