

Professional Overview for Daniela Galdi

Updated April 2020

Presented by:

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Mission

Provide individuals and companies with expertise, perspective, and empowerment to progress in the direction of their goals.

Summary

Showcasing entrepreneurial prowess across an array of industries, I help establish effective and profitable action plans to build foundations and foster growth within organizations. I am a solution-driven, resourceful, professional leader, driven to always find more creative solutions that help people and brands progress. An idea generator and self-starter, I strategize on what I hear and observe, and offer an intrinsic ability to recognize and identify people's needs. My background as a performance artist helps me to look at situations from every possible angle and then find new angles of developing solutions if they are not there yet to see! My vision goes far with conceptualizing and executing steps that evolve to a BIG PICTURE.

Immediate start is available.

Scope

For the past 3 years, I have worked as a freelance Guest Host on QVC representing Lori Greiner (from ABC's *Shark Tank*) as her backup host going live on-air as a product representative as well as working behind the scenes with her team. I also manage and operate my personal brand which includes community outreach and developmental coaching for self-starters, artists, and entrepreneurs.

I have an extensive background in communications tied in with a background in:

- Business Development



- Copywriting
- Media Marketing
- Community Journalism
- Workshop and Meeting Lead
- Onboarding and Team Development
- Networking and Sourcing
- Non-profit, Fundraising and Community Outreach

I am a professionally-trained media personality in and around the Philadelphia area with training from broadcast experts in PA and NY in:

- | | |
|---------------------|--------------------------------|
| ● Co-hosting | ● Scripted |
| ● Interviewing | ● Teleprompter |
| ● Panel discussions | ● brand/product representation |
| ● Unscripted | ● content production |
| ● Unscripted live | ● On-Air Reporting with Social |
| ● Live-to-tape | Media Expertise |

Previous Roles and Tasks Working within Digital Focus:

- Offering growth and development for Talent through managing: recruitment, retention, achieving strategic goals, learning and development (media training, show critiques and evaluations, future goals for hosts and show direction), liaison between administration and hosts.
- Oversaw production team and implemented systems and structure to ensure the highest level of media production.
- Maintained updates and communication between administration and talent through collaborative team platforms such as Slack.
- Consulted on improving marketing tactics with team and talent
- Created a positive, memorable experience for all involved with a team, including creating strategies and implementing ongoing dialogue with the staff, talent, guests, through tactics like surveys, etc.
- Researched, Connected, Strategized and Developed Concepts with current and potential sponsors working closely with them to develop ideas.
- Outsourced for new guests, brands and companies to grow and organization's reach and revenue.
- Continued to remain current with the latest trends in media, broadcasting, streaming culture, entertainment, advertising, marketing and internet techniques.

Key Qualifications

- Highly organized with proven ability to multitask effectively.
- Highly Professional with excellent communication & presentation skills.



- High level of efficiency, especially in a Leadership or Project Management Role overseeing a team and tasks.
- Translates requests effectively.
- Endless generation of Problem-solving Solutions and Creative Solution Strategy to boost recognition, efficiency, productivity, and development.
- Grammar Fanatic!
- Detail-oriented with a precise eye for error or improvement.
- Artistic approach with an entrepreneurial mindset
- Comfortable with public speaking, presenting in front of a group, as well as on-camera.
- Current on trends and current news.
- Concept and Production development for video and live events.
- Technology-savvy.
- High-level of business and personal savvy.
- Extreme resourcefulness and attention to detail.

Related Work

Aside from my Personal Brand, I have two community organizations, *Still Standing Together* and *Dress Up The House*, I have expertise in developing programming and operations from concept to execution, including:

- Mission Statements
- Objectives
- Event Coordination (monthly, annually, in person, digital events and live sessions on video), Public Speaking
- Workshop Hosting
- Concepts & Content Creation,
- Branding & Design
- Writing/Copywriting
- Promotional Materials (press releases, website development, social media development and marketing, design layouts and graphics)
- Podcast Development and Hosting
- Digital and Live Event Fundraising

...and anything else you see on the websites!

Case Studies

The individuals and companies I work with see a lot of consistent growth in their personal development, professional and emotional development. I help people build foundations for progressing forward. For example:

- My mentorship and empowerment work through Still Standing Together has been the impetus for one individual to launch their first book. She is waiting on two literary agencies to get back to her.



- Another individual sought to start motivational speaking, but had never networked with the community and didn't know where to start. I have helped her to organize her brand direction, social media marketing, and website. She has since had 3 major public speaking opportunities.
- Through my contracted work with individuals and organizations, I was able to boost sales and recognition for the Production Company I worked with by managing their production studio, implementing community events, and collaborating with producers on coordinating productions, and establishing long term connections through their experiences.
- I've worked with consumer-to-business and business-to-business relations in an array of industries, including a prominent real estate company and their partnered development company in Philadelphia during a major growth and new construction project in the Kensington area.

Closing Message

I appreciate the opportunity to submit this information to your organization and look forward to the possibility working together on new developments within your team! Please contact me for more information or if you have any questions about the information you've reviewed.

Kindest regards,
Daniela Galdi

