

danielle noland

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EDUCATION

MASTER OF ARTS

Advertising & Public Relations
University of Alabama
August 2014

BACHELORS OF SCIENCE

Communication & Information Science
Major: Public Relations
Minor: General Business
Computing Technology & Applications
University of Alabama
May 2013

GENERAL DEGREE

General Business
Shelton State Community College
August 2011

SPECIAL TRAINING

TECHNOLOGY

Photoshop | InDesign | Illustrator
Dreamweaver | Word | Powerpoint
Excel | Percussion Web Management
Software

OTHER SKILLS

- Public Relations Writing
- Journalistic writing skills
- Customer service skills
- Communication & negotiation skills
- Public speaking skills



WORK EXPERIENCE

4 YEARS DESIGN & PUBLIC RELATIONS EXPERIENCE

PUBLIC OUTREACH COORDINATOR | CITY OF TUSCALOOSA, AL OFFICE OF RESILIENCE AND INNOVATION

August 2014- Present

- Oversee overarching communication & outreach program
- Provide education & guidance to residential, commercial, institutional & public sector entities regarding Resilience projects and events
- Develop educational information via print & online materials
- Plan press events to promote the department
- Manage relationship with department directors & communication personnel from other organizations
- Serve as liaison to outside organizations
- Monitor & evaluate effectiveness of campaigns & provide recommendations for future campaigns
- Update & maintain department website with events, news, etc.
- Manage social media outlets
- Support department director by drafting language & providing communication materials
- Assist in drafting federal grant applications
- Oversee mass mailings of promotional materials
- Organize & participate in special events
- Coordinate media interviews

PUBLIC RELATIONS INTERN | CITY OF TUSCALOOSA, AL OFFICE OF RESILIENCE AND INNOVATION

October 2012- August 2014

(See above)

LEASING AGENT | BLAKENEY PROPERTIES, LLC - TUSCALOOSA, AL

March 2011- October 2012

- Secretary duties
- Present properties and amenities in a positive light to prospective tenants
- Communicate with tenants/future tenants daily basis through phone calls & face-to-face interaction
- Advertise available properties using a variety of media & promoting materials
- Design flyers and brochures to promote leasing
- Develop/negotiate leases for tenants in order to close deals
- Confirm rental application & personal references
- Ensure proper maintenance & inspect properties periodically

CLERK | MISS PRISS BOUTIQUE - TUSCALOOSA, AL

May 2007- October 2007

- Uphold defined customer service standards
- Communicate with customers through face-to-face interaction
- Maintain appearance of store
- Manage bookkeeping and inventory
- Process sales: promoting goods & cashing in the payment
- Monitor daily income relative to retail sales
- Dress and coordinate display windows