**Danielle Rakoncay-Harris**

**Chicago, IL**

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**Aspiring Social Media & Marketing Professional**

***Content Strategy | Branding | Digital Engagement***

**PROFESSIONAL SUMMARY**

 Recent graduate with a B.S. in Marketing (Digital) and minor in PR, Advertising, and Event Planning, with over 5 years of experience driving social media strategy, content creation, and brand engagement for small businesses. Proven success increasing engagement by 175% and improving customer retention through creative content and data-informed strategies. Skilled in Adobe Creative Suite, SEO, Google Analytics, and Meta Ads. Committed to designing data-informed digital campaigns that drive brand visibility and engagement. Seeking to contribute creative strategy and execution to a team focused on results and innovation. Actively seeking full-time or internship opportunities where I can bring fresh creativity, strategic thinking, and a strong work ethic to a mission-driven team.

**CORE COMPETENCIES**

* **Social Media Strategy** – Planning and executing digital campaigns across platforms like Instagram, Facebook, and TikTok to drive engagement and growth
* **Content Creation** – Designing and producing digital content including graphics, videos, and captions tailored to brand voice and audience
* **Brand Development** – Maintaining brand consistency across platforms and marketing materials for client and in-house campaigns
* **Digital Analytics** – Monitoring engagement metrics and using tools like Google Analytics to inform content decisions
* **Influencer Collaboration** – Coordinating with local influencers to expand reach and amplify messaging
* **CRM & Client Management** – Communicating with clients and ensuring brand alignment, including using tools like HubSpot
* **Project Management** – Overseeing multiple marketing initiatives, campaigns, and deliverables across platforms and teams
* **Event Marketing & Fundraising** – Planning and executing fundraising initiatives, including partnership coordination and stakeholder outreach
* **Creative Tools** – Proficient in Adobe Illustrator, Photoshop, InDesign, Canva, and Meta Ads
* **Search Engine Optimization (SEO)** – Applying keyword strategies for discoverability across web and social
* **Tools & Platforms** – Google Analytics, HubSpot, Meta Ads, Adobe Illustrator, Photoshop, InDesign, Canva, Qualtrics, Microsoft Excel

**PROFESSIONAL EXPERIENCE**

**Burt’s Place**, Morton Grove, Illinois **April 2017 – Present**  
***Social Media Manager***

* Develop and implement a comprehensive social media strategy, increasing engagement by 175% in one month.
* Produce original content and manage daily posts across platforms; collaborated with local influencers to broaden brand reach.
* Monitor social metrics and optimize content through audience-based targeting strategies.
* Design and manage media assets, logos, and visual content for the website and third-party vendors.
* Communicate and collaborate with local influencers on social media to spread brand awareness and promote one another’s success.

***Assistant Manager***

* Design and launch a new training system to foster independent problem-solving among employees.
* Act as primary contact for digital ordering platform updates (GrubHub, UberEats, DoorDash, Slice).
* Oversee inventory and handle merchandise ordering and restocking to maintain service efficiency.
* Develop contingency plans for high-volume days, increasing throughput without sacrificing quality.
* Mediate guest complaints tactfully, converting 90% of issues into positive resolutions.
* Create cleaning schedules and checklists to ensure restaurant is up to health code.
* Design and communicate with local vendors to provide cost effective merchandise for the restaurant.
* Manage private party bookings, providing event consultations and customized menus, while driving a 30% increase in event revenue through targeted upselling.

***Hostess / Server***

* Foster strong customer relationships, achieving 60% customer return rate.
* Deliver prompt service to an average of 10 tables per hour during peak periods.
* Implement a new waitlist system to better manage guest expectations and improve wait time accuracy.
* Upsell premium menu items, contributing to a 12% increase in average ticket size.
* Identify guest preferences and communicated them to the team to provide personalized experiences.
* Handle pickup orders, guest inquiries, and reservations while supporting solo shifts with table service and guest assistance.
* Complete restocking, cleaning, and prep work while maintaining peak-hour service flow through multitasking and time management.

**Jay and Emee**, Highland Park, Illinois **October 2024 – March 2025**  
***Account Manager***

* Created and pitched new strategy proposals, improving client engagement and retention.
* Maintained cohesive branding and content strategies across three digital channels for three clients.
* Designed passive income packages including branding, visual identity, and website management services.
* Improved content performance by 60% within 14 days through data-informed strategy adjustments.
* Served as primary liaison between clients and creative team, ensuring expectations and timelines were met.
* Standardized client reporting templates, reducing internal reporting workload by 50%.
* Researched emerging trends in digital marketing to proactively update client strategy decks while personalizing content planners to meet clients’ goals and branding.
* Managed, analyzed, and communicated with clients about their social media needs while maintaining a consistent presence online.
* Audited competitor campaigns to inform new proposals and client positioning strategies.
* Utilized analytics tools to identify high-performing content and drive engagement-focused content strategy.

**LEADERSHIP & ACTIVITIES**

**Delta Sigma Pi – Vice President of Fundraising January 2022 – March 2024**  
DePaul University, Chicago, Illinois |

* Organized and hosted engaging fundraising events for students and chapter members, increasing participation and campus visibility.
* Secured $4,000 in funding over one year by building partnerships with local businesses, alumni, and university staff.
* Contributed to national event initiatives by raising $7,000 through strategic stakeholder outreach.
* Maintained active relationships with chapter alumni and external partners to support ongoing engagement and fundraising success.

**EDUCATION**

**Bachelor of Science | Marketing, Digital | Minor: PR & Advertising, Event Planning** **June** **2024**

**DePaul University**, Chicago, IL

* GPA: 3.7
* Dean’s List: All quarters of attendance
* Relevant Coursework: Social Media Marketing, Digital Marketing, Mobile Marketing, International Marketing

**CERTIFICATIONS & TRAINING**

* **Social Media Simternship** – Stukent **May 2023**
  + *Skills: Influencer Marketing, Organic & Paid Social Media, KPI Measurement*
* **Google Ads Search Certification** – Skillshop **March 2023**
* **Google Analytics Certification** – Skillshop **March 2023**
* **In Progress**
  + *Illustrator 2025 Essential Training* – LinkedIn Learning **Est. completion: May 2025**
  + *Photoshop 2025 Essential Training* – LinkedIn Learning **Est. completion: May 2025**
  + *Adobe Illustrator 2025 Professional Certificate* – LinkedIn Learning **Est. completion: May 2025**