

# LORI A. DANLEY

## Experience

communications associate, miami workers center  
Jun 2010 -Present

- pitch stories to the press
- establish and grow social media following
- web research
- update & maintain the back-end of the organizations web site
- blog
- write press advisories, releases, and op-eds
- design mailers and fliers
- palm cards for events
- design layout and copyedit the annual report
- establish and maintain constant contact with members
- copy writing & copy editing
- weekly eblast campaign
- video story telling, video and photo editing
- press liaison
- photographer
- videographer

sr graphic designer, hollander home fashions  
Jun 2006 -Oct 2009

- promoted from production artist to sr graphic designer
- design packaging for retail stores
- proof read
- design for print, both 4 color and 8 color process
- problem resolution
- maintain organized files for artwork

web designer (eproposal specialist), cendyn  
Jun 2005 -Jun 2006

- web page designs active in Dreamweaver
- edit html
- edit photos
- design flash presentations

## Education

Florida State University - Social/Political Science  
Art Institute of Ft Lauderdale - Multimedia & Web Design  
Howard University - Chemistry/ Mathematics/ French

## Contact

p 561 385 5691  
e mail loridanley@gmail.com  
twtr @littlebyrdee

## Proficiencies

### Technological

HTML  
CSS  
Actionscript 2.0  
Joomla  
Salsa  
Adobe Photoshop  
Adobe Illustrator  
Adobe Indesign  
Adobe Dreamweaver  
Adobe Flash  
Adobe Acrobat  
Adobe Premier Pro  
Adobe After Effects  
Final Cut Express  
Wordpress  
Microsoft Word  
Microsoft Excel  
Microsoft Powerpoint

### Social Media

Facebook  
Twitter  
YouTube  
Flickr  
tumblr  
delicious  
foursquare  
google+  
stumbleupon  
blogger

### Design

logos  
mailers  
business cards  
icons  
web banners  
email templates  
packaging design  
mock ups for presentation  
news letters  
wire frames  
web page design  
Typography  
video editing  
photo editing