

DANIELLE SPARANO

CONTACT

720-668-7495
sparanodanielle@gmail.com
www.daniellesparano.com
Denver, Colorado

SKILLS

Web Content Creation
Excellent Communication
Time Management
WordPress
Adobe Creative Suite
C3 Expertise
Google Analytics
Planning and Coordination
Attention to Detail
Search Engine Optimization

EDUCATION

BA: Communication
Certificate - International Media
**University of Colorado
Boulder**
2018 - 2022

CERTIFICATIONS

CLAIM ADJUSTER CERTIFIED
PROFESSIONAL

LABELS WORKED WITH

*mau5trap, Odyzey Music, Gravitass
Recordings, Never Say Die, DK Projects,
WAKAAN, Circus Records*

PROFILE

Multifaceted Communications Specialist dedicated to helping clients communicate both internally and externally. Maintains open communications with associates and management to increase collaboration and eliminate operational gaps. Applies advanced understanding of social media algorithms to manage online impressions and produce relevant content.

WORK EXPERIENCE

Outbound Customer Care Specialist October 2022 - Current **North American Risk Services**

Remote, USA

- Place follow up calls to insureds/claimants/agents to obtain missing information
- Make initial contact with appropriate parties, obtain facts of the loss based on appropriate scripts and thoroughly document file notes to assist adjuster with investigation and the ability analyze liability, and subrogation potential
- Accurately complete coverage template based on line of business
- Recognize any potentially fraudulent cases and refer to the appropriate SIU

Bartender January 2022 - Current **Blake Street Tavern**

Denver, CO

- Balanced efficiency with exceptional service to manage guests in high-volume environment
- Operated POS systems and managed bar tabs to track revenue
- Oversaw budgets, ordered supplies, and controlled use for maximum value
- Recruited and trained new bar staff to provide optimal coverage during busy periods

Event Assistant April 2019 - June 2021 **Peak Performance Inc.**

Dillon, CO

- Brought in guests with effective marketing strategies targeting specific demographics
- Handled administrative details for events, responding to inquiries and distributing promotional materials
- Kept work and common areas neat and organized to maximize productivity, alleviate potential accidents, and promote professional workspace
- Kept patrons informed about upcoming venue events with polished announcements

Copywriting Intern June 2018 - August 2022 **Party Guru Productions**

Denver, CO

- Crafted detailed, search engine optimized and relevant content
- Prepared high-quality written copy by carefully creating, proofreading, and editing work
- Boosted success of copy by incorporating particular words and information, including SEO keywords
- Tracked customer engagement and feedback to optimize social media strategies
- Kept management informed with monthly reports highlighting emerging trends and current activities

Content Creator, Social Media Manager Dec. 2019 - April 2021 **Mix 247 EDM News**

Remote, USA

- Incorporated interesting and informative content, resulting in increased shares and followers
- Engaged daily with community using posts, stories, and tweets
- Demonstrated success of each platform, approach and campaign with social media analytics tracking and reporting
- Created content for newsletters, blogs, and website pages for diverse customers
- Planned, organized, and managed dynamic portfolio of projects

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WORK EXPERIENCE

Event Promoter

September 2017 - November 2019

SoCo Nightlife District

Denver, CO

- Maintained knowledge of event schedules, prices, and promotions
- Passed out flyers, hung up posters and displayed promotional materials
- Promoted event attendance by utilizing persuasive, negotiation, and public relations techniques
- Utilized social media, mailing lists and business contacts to spread awareness of upcoming events