

# Danielle M. Friedland

345 W. Fullerton Pkwy #1601  
Chicago, IL 60614

773.281.2213  
dani.friedland@gmail.com

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## WORK AND LEADERSHIP EXPERIENCE

### **New Media Volunteer, Obama for America**

**January 2008-September 2008**

Evaluated potential My.BarackObama.com groups for approval in a timely and efficient manner. Read MyBO messages addressed to Michelle Obama and composed responses when appropriate.

### **New Media Producer, Obama for America**

**April 2007-July 2007**

Created graphics for and posted news clips on BarackObama.com. Assisted in development of online organization tools. Coded supporter emails into HTML. Designed print invitations and flyers for events. Compiled weekly statistics to evaluate success of various media initiatives. Recruited freelance designers for advertising projects.

### **Customer Service Manager, Obama for America**

**April 2007**

Co-supervised introduction of national call center for toll-free information/feedback line. Developed and led training of over 200 volunteers in groups of 50 or more, created call scripts and call documenting procedures, oversaw day-to-day operations, and personally handled the most challenging calls.

### **Operations Support, Obama for America**

**February 2007-April 2007**

Provided general office management assistance during initial set-up of national campaign headquarters, including development of front desk protocols, staffing of main office telephone line, supervision of volunteer receptionists and basic tech support.

### **Intern, "Wait, Wait...Don't Tell Me!"**

**September 2006-December 2006**

Conducted internet research on a variety of subjects, responded to listeners' questions, screened potential on-air contestants, reorganized show archives, edited audio prizes (Carl Kasell voicemail recordings), and provided general office assistance.

## EDUCATION

### **Medill School of Journalism, Evanston, IL**

**September 2008-present**

Candidate for Masters of Science of Journalism, December 2009. GPA 3.875. Majors: Magazine Writing & Editing, Interactive Storytelling. Coursework includes Flash development, health and science reporting, interactive publishing and media economics. Currently serving as a consultant to Bonnier Corporation through the Magazine Innovation Project; specific responsibilities include website development, mobile revenue strategy and writing features and departments. Part of the Project's educational strategy committee.

### **Wellesley College, Wellesley, MA**

**2002-2006**

B.A. degree cum laude, 2006. GPA 3.70. French Major, Psychology Minor. Accomplishments: Phi Beta Kappa, Psi Chi (national Psychology honors society), French Departmental Honors. Honors thesis: "Une Femme, Un Mouvement: Antoinette Fouque et le Mouvement de Libération des Femmes" ("One Woman, One Movement: Antoinette Fouque and the Women's Liberation Movement").

### **Université de Provence Aix-Marseille I, Aix-en-Provence, France**

**Fall 2004-Spring 2005**

Junior year abroad French immersion program. Lived with a French family and studied Middle Eastern history, medieval and contemporary literature, translation and culture in French university classes. Mastery of subject matter and French language demonstrated through oral exams, written exams and papers.

## SKILLS & ABILITIES

Proficient in both Macintosh OSX and Windows environments with Microsoft Office and multimedia software including Adobe Illustrator, Adobe Photoshop, Adobe Dreamweaver and Adobe Flash. Intermediate technical troubleshooting skills. Experience with audio editing and Final Cut Express video production.

Excellent verbal, written and proofreading skills. Creative problem solver. Able to balance competing priorities and manage multiple tasks from multiple sources. Works well individually and as part of a team. Detail-oriented. Fluent in written and spoken French.