

Daniella Ignacio

ARTS JOURNALIST/MARKETER/DESIGNER & THEATRE ARTIST

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Work History

Ford's Theatre Society, Washington, D.C.

Communications Manager - Nov. 2022 to present

- Serves as institutional writer, editor and media contact for Ford's Theatre, advancing its mission through identifying public relations opportunities
- Oversees relations with trade, local, national, BIPOC and other focused press, coordinating reviews, interviews and features
- Maintains organization's archive of press clippings, institutional b-roll and photos and manages the Ford's Blog
- Conceptualizes, organizes and supervises photo/video sessions for public relations, marketing and archival purposes
- Drafts, reviews and edits all materials for external audiences (print publications, emails, website, as well as additional oversight for social media copy) and provides support in coordinating communications calendars with the Social Media Manager
- Serves as publications manager for production and event programs, managing content, deadlines and circulation

Freelance Journalist and Multimedia Creator, Washington, D.C. / New York City, N.Y.

Various Bylines: [American Theatre](#) | [DCTA](#) | [DCTS](#) - Aug. 2019 to present

- Writes for several publications as an arts and culture journalist: DC Theater Arts, American Theatre Magazine, DC Theatre Scene
- Provides services for live events as a social media strategist and videographer: Asian Pasifika Arts Collective, Monologue Madness DC 2021
- Specializes in reviews of theatre across the D.C. metro area, in-depth features, news pieces, video production and multiplatform social coverage

Imagination Stage, Washington, D.C.

Music Director/Teaching Artist - Sept. 2021 to present

- Serves as lead music director for Theatre School musical theatre performance classes (grades K-3), accompanying students on piano and teaching basics of pitch, range, rhythm, articulation, breath control, and acting through song through musical theatre repertoire. Classes have included: Disney's Descendants, Disney's Musicals, Broadway Song and Dance, MT Intensive: Hadestown
- Served as a teaching assistant in theatre/creative drama courses and one-day workshops, providing support with classroom management, developing scripts, leading check-ins at start of class, writing blocking and other tasks as needed

Asian American Journalists Association, Washington, D.C.

Programs and Communications Coordinator - Oct. 2021 to Nov. 2022

(Promoted to full-time after communications internship (June-September 2021))

- Managed content calendar (social media/emails/press releases deadlines and circulation) and weekly communications meetings
- Collaborated with staff to promote AAJA's signature programs, training the current and next generation of AAPIs in journalism
- Monitored social media on a daily basis to engage and uplift membership (#AAJAKudos, reading list, resources, chapter events)
- Edited biweekly newsletter, emails, press releases/statements and articles for AAJA's blog, [AAJA Defined](#), on issues of AAPI diversity in journalism
- Upheld AAJA's brand through graphic, website, video and report/program design
- Administrated 2022 awards program, recognizing 40+ AAPI journalists' work
- Assisted with administration for convention, scholarships and signature programming.

American Theatre Magazine, New York City, N.Y.

Editorial Intern/Assistant - May to Aug. 2018, Oct. to Nov. 2021

- Editorial tasks included fact checking, copy editing, digital archiving, posting articles on WordPress, preparing photos, daily news coverage
- Wrote feature articles on professional theaters nationwide for print magazine, digital publication and special editions
- Assisted with general staff needs, including setup for livestreams/panels, coordinating news stories from press releases from theatre publicists, editing pieces and special editions for web publication

War on the Rocks/Texas National Security Review, Washington, D.C.

Part-Time Copy Editor - Sept. 2020 to Jan. 2021

- Copy edited articles on a quick turnaround (by 3 hours after receipt) to adhere to AP Style, WOTR/TNSR's in-house style, grammar and spelling
- Started new job remotely and assisted with research projects like developing outreach and source lists, researching for experts

Day Eight / D.C. Theatre Scene, Washington, D.C.

D.C. Arts Writing Fellow - Oct. 2019 to Dec. 2020

- Wrote features, profiles, Q&As and reviews covering D.C., Maryland and Virginia area theatre, with 24-hour turnaround for reviews
- Arranged and conducted interviews with theatre artists for articles
- Coordinated and posted social media spotlights of fellowship participants to promote the program and fellow work
- Participated in fellowship meetings and workshop sessions with leading arts journalists in the D.C. metro area

National Press Foundation, Washington, D.C.

Editorial Intern - Aug. 2019 to May 2020

- Designed final reports for fellowship programs and annual report in Adobe InDesign
- Wrote articles covering NPF programs (posted on nationalpress.org)
- Created, wrote and scheduled biweekly newsletter in Campaign Monitor
- Assisted with writing and scheduling social media (Twitter, Instagram)
- Took on research projects to assist NPF programs
- Provided support for NPF fellowships and awards dinner

Keegan Theatre, Washington, D.C.

Public Relations and Education Intern - May 2019 to Aug. 2019

- Managed and wrote copy for social media accounts, posting on a daily basis
- Created videos and photos to promote summer productions of "Legally Blonde" and "Ripcord," education programs and special events like staged readings, including backstage "Thank You, 10" Q&As and trailers
- Served as a teaching assistant for classes preschool-3rd grade on-site and off-site, helping teaching artists prepare materials and lesson plans and providing support in the classroom

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(CONTINUED)

The Eagle, Washington, D.C.

Managing Editor for Online - March 2020 to Dec. 2020

- Managed online team (social media, graphics and newsletter editors), led social strategy and crisis communication response
- Edited and published social media content and articles on website on a daily basis, including staff spotlights, Twitter thread on election night 2020
- Maintained upkeep of website, Slack and email system, onboarded new staffers
- Created web design for special multimedia projects on WordPress Divi Builder

Managing Editor for Copy Desk - January 2019 to April 2020

- Served as lead copy editor, edited all print and online pieces, oversaw team of assistant copy editors to ensure proper AP style and grammar
- Established new organizational style guide and system of fact checking for The Eagle as a publication
- Designed and laid out full print editions in InDesign

Music Editor - January 2018 to January 2019

- Pitched and edited 5-10 articles per week, as well as print edition stories, covering music news, previews and reviews of concerts around D.C.
- Secured press passes for Life staff writers to attend and review concerts
- Contributed to Life and News sections as staff writer and videographer in fall 2017

AU Rude Mechanicals, Washington, D.C.

Artistic Director - May 2020 to May 2021

- Oversaw all directors, holding regular supervisory meetings, providing resources, visiting rehearsals, workshopping scenes, giving notes and feedback and serving as the bridge between the Executive Board and directors
- Monitored rehearsal processes and attended production meetings to ensure quality and cohesiveness of directorial visions
- Created season theme for Rudes' 2020-21 all-virtual season and directed the annual Variety Show and Festival of Dionysus

Outreach Director - May 2019 to May 2020

- Developed diversity and inclusion strategies, including new formats for diversity workshops focusing on mental health and intersectionality
- Planned and led monthly troupe meetings to provide community and updates for the troupe
- Paired together 40 freshmen and new members with elder members of the troupe for the mentorship program

Production Experience Highlights

dreams in between: a song cycle

*Arranging My Life: A Senior Cabaret**

The Lightning Thief: The Percy Jackson Musical

Moana, Jr.

The Theory of Relativity

You're a Good Man, Charlie Brown

A Call for a New Federal Theatre Project

Miss You Like Hell

Variety Show 2021: To Be or Not To Be

Soul Redeemer

The Government Inspector

The Picture of Dorian Gray

Hamletmachine

25th Annual...Spelling Bee

**Additional experience in music direction, dramaturgy, writing & technical theatre available upon request.*

Composer

Writer/Solo Performer

Associate Dramaturg

Music Director

Video Editor

Video Editor

Music Director/Director/Playwright

Assistant Music Director

Artistic Director

Assistant Stage Manager

Stage Manager

Dramaturg

Dramaturg

Keys 2/Synthesizer

American University DPA

American University DPA

Wildwood Summer Theatre (dir. Mercedes Blankenship)

Blessed Sacrament School (dir. Maria O'Connor)

Wildwood Summer Theatre (dir. Becca Haven)

Wildwood Summer Theatre (dir. Dillon Mitcham)

American University DPA (dir. Nathan Blustein, Jessica Wu)

American University DPA (dir. Tara Giordano)

AU Rude Mechanicals

La Ti Do/Capital Fringe Festival (dir. Anya Randall Nebel)

American University DPA (dir. Tara Giordano)

AU Rude Mechanicals (dir. Matt Miyagi)

AU Rude Mechanicals

AU Players (dir. Mercedes Blankenship)

Academic Background

American University, Washington, D.C.

Dual Degrees in B.A. Journalism & B.A. Musical Theatre

Harold and Sylvia Greenberg Scholarship Recipient and SOC Dean's Intern

Graduated May 2021 | GPA: 3.68

West Essex High School, North Caldwell, N.J.

Graduated 2017

Additional Training

Day Eight's D.C. Arts Writing Fellowship, 2019-2020

Hugh N. Boyd Journalism Diversity Workshop, 2017
at Rutgers University

Multimedia Journalism Pre-College Program, 2016
at Penn State University

Awards

Best Multimedia Feature Story Finalist, College Media Association Pinnacle Awards, 2020 | [Design here](#)

Feature Writing Finalist, Society of Professional Journalists Mark of Excellence Awards, 2018 | [Story here](#)

Special Skills

ADOBE SUITE: Premiere, Illustrator, InDesign, Audition, Photoshop

MULTIMEDIA: Video Editing, Web Design, Graphic Design, Publication Layout, Audio Production, Photography

SOCIALS: Instagram, Twitter, Facebook, LinkedIn, Linktree, Hootsuite

WEB DESIGN: Basic HTML/CSS, Wix, SquareSpace, WordPress Elementor/Divi Builder

NEWSLETTERS: Salsa Engage, Campaign Monitor, Constant Contact, Mailchimp, WordFly

WRITING: Arts/Culture, Features, Profiles, Breaking News/Rapid Response, Newsletters, Social Media Copy

OTHER: AP Style, Meltwater, Tessitura, Microsoft Office, Google Suite, DSLR/Sony Z-150 camera operation, event management