Mobile: (862) 485-4520 Email: daniellaignacio34@gmail.com Website: daniellaignacio.com

Work History

Ford's Theatre Society, Washington, D.C. Communications Manager - November 2022 to present

- Serves as institutional writer, editor and media contact for Ford's Theatre and oversees relations with trade, local, national, BIPOC and 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, social media copy)
- Serves as publications manager for production and event programs, managing content, deadlines and circulation

Freelance Journalist, Washington, D.C. / New York, N.Y.

Various Bylines: American Theatre | DC Theater Arts | DC Theatre Scene - September 2019 to present

- Specializes in arts and culture reporting, reviews, features, news, video and social media; work has been published online, on live socials and in print Shows reviewed/covered include new works, Capital Fringe, BIPOC-written work, TYA, education and social justice topics in the arts

Asian American Journalists Association, Washington, D.C.

Programs & Communications Coordinator- October 2021 to November 2022

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

- Served as liaison between programs and communications teams on national HQ
- Monitored social media daily to engage and uplift members through #AAJAKudos, reading list, resources and chapter events posts
- Edited and wrote biweekly newsletter, emails, press releases and statements on AAPI diversity in journalism and AAJA's blog, AAJA Defined
- Upholds AAJA's brand/aesthetic by designing/editing graphics, website updates, videos and publication layouts for reports, programs, lettterheads
- Administrated 2022 awards program, recognizing 40+ AAPI journalists' work and assisted on convention, scholarships and signature programs

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

Editorial Intern/Assistant - Intern from May 2018 to August 2018, Editorial Assistant from September 2021 to December 2021

- Editorial tasks included fact checking, copy editing, digital archiving, posting articles on WordPress, preparing photos, and writing news briefs/season announcements from press releases
- Wrote feature articles on professional theaters nationwide for print magazine and digital publication, and coordinated with publicists for interviews Assisted with general staff needs, including setup for livestreams and panels

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

Part-Time Copy Editor-September 2020 to January 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 - September 2019 to December 2020

- Wrote features, profiles, Q&As and reviews covering D.C., Maryland and Virginia area theatre, with 24-hour turnaround for reviews 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 - August 2019 to May 2020

- Designed final reports for fellowship programs and annual report in Adobe InDesign
- Wrote articles covering NPF programs (posted on national press.org) and wrote and scheduled biweekly newsletter in Campaign Monitor
- Posted content to national press.org through backend of WordPress, assisted with writing and scheduling social media (Twitter, Instagram)
- Took on research projects to assist NPF programs

Keegan Theatre, Washington, D.C.

Public Relations Intern - May 2019 to August 2019

- Managed, wrote and scheduled copy for social media accounts, posting daily
- Created videos and photos to promote productions, education programs and special events like staged readings, including backstage Q&A interviews with cast and press trailers

The Eagle, Washington, D.C.

Managing Editor for Online and Copy / Music Editor - Fall 2017 to May 2021

- Online: Managed editors for social media and weekly newsletter; published social media and articles on website, maintained website, Slack and email system; developed web design for multimedia projects; introduced staff highlights and Twitter threads
- Copy: Served as lead copy editor, edited all pieces, led team of assistant copy editors, established stylesheet and fact checking system, designed 3 full print editions in InDesign
- Music: Pitched and edited 5-10 articles/week on music news, and print edition stories, secured press passes for Life staff writers to attend and review concerts

Academic Background

American University, Washington, D.C.

Dual Degrees in B.A. Journalism & B.A. Musical Theatre Graduated May 2021 | GPA: 3.68

West Essex High School, North Caldwell, N.J. Graduated 2017

Training: Day Eight D.C. Arts Writing Fellowship; Hugh N. Boyd Journalism Diversity Workshop at Rutgers University

Special Skills

ADOBE SUITE: Premiere, Illustrator, InDesign, Audition, Photoshop MULTIMEDIA: Video Editing, Web Design, Graphic Design, Publication Layout, Audio

Production, Photography SOCIAL MEDIA: Copywriting, Instagram, Twitter, Facebook, LinkedIn, Linktree, Hootsuite NEWSLETTERS: Salsa Engage, Campaign Monitor, Constant Contact, Mailchimp, WordFly WRITING: Arts Criticism, Features, Profiles, Breaking News/Rapid Response, Newsletters OTHER: AP Style, Meltwater, Tessitura, Microsoft Office, Google Suite, DSLR/Sony Z-150 camera operation, event management

Achievements

Student Awards: Outstanding Achievement in Undergrad Work in the Creative Art | 2021

Best Multimedia Feature Story Finalist | College Media Association Pinnacle Awards | 2020 | Design here

Dean's Intern | American University School of

Communication | 2019

Feature Writing Finalist | Society of Professional Journalist Mark of Excellence Awards | 2018 | Story here Harold and Sylvia Greenberg Scholarship | American University Department of Performing Arts | 2018 Tina Lane Memorial Scholarship for Student Publication Writing | 2017

WMBC-TV Scholarship | 2017