

DANIELLE GROSSMAN

PUBLIC RELATIONS AND COMMUNICATIONS

EDUCATION

2007 - 2011

TEMPLE UNIVERSITY

- Bachelors of Arts
 - Journalism/ Public Relations

2010

TEL AVIV UNIVERSITY

- Public Relations and Hebrew

PROFILE SUMMARY

Dynamic communications strategist with expertise in bridging traditional and emerging media channels to amplify company narratives. As a former journalist, I bring a unique insider perspective to crafting stories that actually land with media and creators alike. My diverse background across communications, PR, and media landscapes makes me uniquely equipped to navigate multifaceted storytelling needs with precision and creativity. I thrive on building the relationships that turn company news into viral, memorable moments. My collaborative approach provides strategic counsel that keeps our messaging authentic while identifying the right voices to amplify launches, events and announcements. With strong project management skills and an eye for what's trending, I successfully orchestrate high-visibility moments that break through the noise while mentoring junior staff to develop their own media superpowers.

SKILLS

- Project Management
- Public Relations
- Teamwork
- Time Management
- Leadership
- Storytelling
- Strong Ability to Adapt
- Effective Communication
- Critical Thinking
- Detail Oriented
- Strategic Thinker
- Media Relations
- Public Speaking

WORK EXPERIENCE

Houston Livestock Show and Rodeo

Director of Strategic Communications

2023 - PRESENT

- Manage and direct the strategic communications plan for the largest Livestock Show and Rodeo in the world, with an annual revenue of \$192 million. This includes PR, media relations, and thought leadership. Develop and create compelling content and messaging for the organization and all channels.
 - Act as the main editor of content across the organization
 - Planning and managing multiple major outreach programs to enhance public perception and get annual messaging to the community
 - Collaborate with digital media team to develop social media content and maintain brand voice
 - Develop and lead crisis communications plan
 - Act as a spokesperson for the organization and do media interviews
 - Draft content and communications for 35,000 volunteers and staff
- Boosted off-season earned media by 200%
- Increased event media coverage by 85% YOY
- Enhanced global exposure through national print and TV outlets such as NYT, FOX news, CBS news and CNN

ADDITIONAL EXPERIENCE

KPRC-TV · Freelance Reporter

July 2022 - December 2022

WCMH-TV · Anchor and Reporter

March 2019 - January 2022

News15-TV · Anchor, Managing Editor

January 2016 - March 2019

WGMB-TV · Anchor, Reporter

October 2012 - January 2016

KNBN-TV · Anchor, Reporter

September 2011 - October 2012

Sevans PR

Senior Media Consultant

2022 - 2023

- Developed strategic communications plans to build trust and authority to help grow awareness for a variety of technology, AI, and B2B companies
- Secure media for clients, including podcasts, OpEds, features and commentary
- Write articles for clients and C-Suite
- Oversaw and developed communication plans for product launches and announcements
- Provided strategic communications and counsel

CNN

Writer, Producer

2021- 2022

OTTER PR

Sr. PR Manager and Communications Strategist

2020- 2022

- Direct a team of (7) junior publicists and provide mentoring efforts on branding techniques and pitching strategies.
 - Maintained a 100% success rate in placing diversified clientele in significant national and trade publications

CONTACT

☎ 484-433-9024

✉ DanielleGrossman@yahoo.com