

## **DANIELLE E. MOORE**

Phone: (610)-621-3644

Email: daniem@sas.upenn.edu

### **EDUCATION**

**University of Pennsylvania, Philadelphia, PA** (Expected Graduation: May 2018)

**GPA:** 3.9/4.0

*Annenberg School of Communication:* B.A. Candidate, Communication (Concentration: The Media & Entertainment Industry)

*College of Arts & Sciences:* Candidate for Minors in English & Creative Writing

*Wharton School of Business:* Coursework in Marketing & Statistics

**Honors:** Susannah Lachs Cannes Film Festival Scholarship; Dean's List, 2014-Present

**Global Experience:** Penn-in-Cannes Study Abroad Program, 2016 Cannes Film Festival, May 2016

### **EXPERIENCE**

**Broadway Video, Beverly Hills, CA**

May 2017 – July 2017

*TV/Film Development Intern*

- Wrote script coverage for TV & Film projects in several genres, with a focus on comedy
- Filled in for absent assistants and receptionist, covering front desk phones and welcoming executive appointments
- Assisted with setup and facilitation of writers rooms, costume fittings, and casting sessions
- Researched below-the-line talent for upcoming project and checked availabilities
- Compiled and submitted executive expense reports using Expensify

**The Gersh Agency, Beverly Hills, CA**

May 2017 – July 2017

*Talent Intern*

- Wrote comprehensive script coverage for TV & Film projects in several genres for agents
- Updated film, TV, and theater project profiles in Oasis management system
- Edited client highlight reels and client self-tape submissions using Sony Vegas editing software
- Assisted agents with graphic design, filing, and other special projects
- Completed same-day coverage and character breakdowns as needed

**Variety Media, LLC., Los Angeles, CA**

July 2016 – August 2016

*Marketing Intern*

- Covered industry events, including *The People v. O.J. Simpson* FYC event with Ryan Murphy & Sarah Paulson
- Brainstormed ad concepts for *Variety* properties and created visual mockups with Adobe Photoshop
- Researched and initiated media partnership opportunities with U.S. film festivals
- Assisted with routine administrative tasks, including updating Excel calendars

**Stage 3 Productions, Philadelphia, PA**

May 2016 – July 2016

*Research and Development Intern*

- Assembled research reports on different potential series for the Executive Vice President of Development
- Wrote loglines, synopses, and treatments for series in development for review by major networks
- Acted as production assistant on commercial and sizzle reel shoots, taking timecode and helping talent
- Assisted with routine post-production and administrative tasks, including transcription and proofreading

**The Celebrity Cafe, New York, NY**

January 2016 – April 2016

*Editorial Intern*

- Pitched, researched, and wrote 15-18 AP style entertainment news stories per week
- Wrote two stories that separately hit the #1 spot on Google News for their respective trending topics
- Promoted articles across social media platforms, and utilized social media analytics to improve stories
- Contributed additional editorials, film reviews, TV recaps, and Top 10 lists

**The WALK Magazine, Philadelphia, PA**

Fall 2014 – Present

*Web Editor-In-Chief (Past: Managing Editor, Senior Culture Editor, and Web Features Editor)*

- Oversee staff of 82 writers, editors, and stylists for the online edition of Penn's Columbia Scholastic Press Association Award-winning fashion and art magazine
- Develop overall content & distribution strategy for site, including themed articles, photoshoots, and print promotions
- Write & edit posts, using WordPress CMS, on the intersection of the arts, entertainment, and fashion

### **ACTIVITIES & LEADERSHIP**

- **President**, Wharton Undergraduate Media & Entertainment Club
- **Performing Member & Publicity Team Member**, Penn Singers Light Opera Company