

DANIELLE J. CHRISTIAN

Valley Stream, NY | djenedesigns@gmail.com | 631-346-2511 | <https://djenedesigns.myportfolio.com/>

EXECUTIVE PROFILE

Highly organized and results-oriented professional with a strong foundation in marketing, event production, and creative project management. Adept at leveraging a diverse skill set—from strategic planning and content creation to on-site logistics and client relations—to deliver immersive and visually compelling brand experiences. Proven ability to take initiative, manage multiple projects, and collaborate effectively to bring concepts from ideation to successful execution.

PROFESSIONAL EXPERIENCE

September 2024 - August 2025

Morrison Mentors

Hempstead, NY

Program Coordinator (Part Time)

- Spearheaded marketing strategy and social media planning, including content creation and campaigns for a non-profit
- Pitched, designed, and executed interactive experiences and brand activations for a major event (STEM X)
- Managed all event logistics and thematic programming, including scheduling, resource allocation, and documentation
- Produced digital content, including filming and editing social media videos, editing photos, and creating infographics
- Served as a key point of contact for school districts, ensuring seamless communication and program delivery
- Led marketing strategy and social media planning, including content creation and campaign execution

December 2023 - March 2024

Romeo Hunte

New York, NY

Administrative Assistant - Fashion Design

- Assisted with logistics, intern guidance, and on-site coordination for the NYFW FW '24 runway show
- Supported show preparation, including fabric sourcing, factory runs, fittings, and dressing high-profile guests
- Contributed to the creative process by sketching designs, assisting with model casting, and preparing pitch decks for buyers and stylists

December 2021 - September 2024

The Model Knowledge Group

Remote & New York, NY

Photographer, Co-Producer

- Led and directed on-set production for two NYFW shows, providing creative direction for designers, makeup artists, and models
- Successfully produced high-quality model portfolios and brand campaigns, demonstrating strong project management skills from concept to final delivery
- Collaborated closely with the creative director and CEO, ensuring quality results and comprehensive project reports

ADDITIONAL PROFESSIONAL EXPERIENCE

- **Project Manager & Creative Director:** DJené Designs
- **Creative Instructor:** Muse Paintbar
- **Allocations & Merchandising Manager:** Perfumania Inc.

EDUCATION

- Bachelor of Science in Business Administration/Marketing: Binghamton University, State University of New York
- Fashion PR and Experiential Marketing Certificate: Parsons School of Design
- Foundations of Project Management Certificate: Google

SKILLS

- **Marketing & Content Creation:** Social Media Planning, Campaign Development, Content Ideation, Production
- **Event & Experiential Production:** Creative Direction, Experiential Design, Event-day Management
- **Project & Administrative Management:** Project Planning, Timeline Management, Cross-functional Collaboration
- **Photography:** Technical Proficiency (Photoshop, Lightroom), Composition, Lighting, Editing
- **Fashion Expertise:** Design Sketching/Croquis, Model Casting, Runway Styling, Sewing, Trend Awareness

SOFTWARE PROFICIENCY

- Trello, Asana
- Microsoft Office Suite (Excel, PPT, Word, Access)
- CapCut, Canva
- Google Workspace

PROFESSIONAL AFFILIATIONS

- Black Women Photographers
- Girl2Gurl
- Curlfest
- BU Scholars
- Binghamton Alumni Association