

DANIELLE BELLAS



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An experienced digital account manager, who has spent the last 2.5 years project managing her own music career as an Independent Artist. Extremely creative, with an eye for detail, and loves to make things happen. Involved in numerous award-winning multi-platform campaigns for international brands including Microsoft, ANZ, Starbucks and Coors Light.

EMPLOYMENT

Danielle Bellas - Independent Artist

April 2016 - Present

Music is a huge passion of mine and I decided to take some time out from the corporate world to explore this new venture. This has involved; writing and recording a 12-track album in Scotland, attending music conferences in LA and Sydney, designing and building my own website, managing and growing my social media channels, releasing 3 singles and 3 remixes, creating 3 music videos, designing my own range of merchandise, and liaising with graphic designers, photographers, stylists, producers/remixers, radio pluggers, PR firms and videographers.

Main Achievements so far

- My second single *Take a Minute* reaching #13 on the UK Music Week Urban Chart
- Being interviewed live on BBC Radio London

Fairfax Media, 1 Darling Island Rd, Pyrmont, Sydney

Brand Specialist - Entertainment

April 2015 - April 2016

Reporting to the Commercial Brand Manager, my role was to promote Fairfax Media's entertainment brands internally to the sales teams and externally to clients and agencies, to increase sales revenue into the sections. As a 'brand expert' and my main responsibilities included:

- Creating monthly and quarterly internal and external sales promotions, and producing the corresponding collateral for those promotions.
- Educating the internal sales teams on the plethora of entertainment brands and opportunities available.
- Creating a sales deck with every entertainment opportunity available for purchase, to assist internal sales teams when presenting to their clients.
- Building relationships with external clients and presenting current sales opportunities to them where relevant.
- Overseeing the weekly layout of the print sections, and liaising with the editorial and publishing teams to ensure a smooth publication process.

Main Achievement

- Project managing the ANZ Sponsorship of *Daily Life's Women of the Year* campaign, which included a number of editorial articles, print and online advertising, a competition and an online nomination process.

Videology, Level 36, Governor Phillip Tower, Sydney

Account Manager

Jan 2014 - April 2015

I was the lead Account Manager responsible for all of the online video advertising coming through the Starcom agency account. My role involved the following:

- Managing Starcom effectively to deliver on their revenue forecasts.
- Building solid relationships within the agency at all levels and ensuring client retention was maximised by delivering a custom-tailored service to client teams.
- Creating an agency communication schedule, including a monthly newsletter.
- Co-ordinating and presenting workshops to educate client teams on the online video landscape and how to work with Videology.
- Working closely with my Account Exec to manage the day-to-day of campaigns, responding to briefs, advising optimum campaign strategy and providing up-to date campaign information to both clients and internal teams.
- Being the primary contact point for any video queries, customer issues or concerns.

Global Radio, 30 Leicester Square, London
Digital Partnerships Manager

Nov 2009 - Sep 2013

I was a digital consultant for the Strategic Partnerships team and wider Agency Sales team, whilst also managing the implementation of the digital element of Global Radio's biggest, cross-platform advertising campaigns.

My responsibilities included:

- Attending brainstorming and pre-pitch meetings and generating innovative, relevant and exciting digital solutions for clients, then briefing and liaising with design teams to produce outstanding digital propositions.
- Being the main 'digital' point of contact for clients/agencies and dealing with any general enquiries, technical questions or issues they might have.
- Utilising my strong organisational skills to ensure smooth running and on-target delivery of all digital elements.
- Producing and presenting mid and post campaign delivery reports to the client.
- Producing and presenting a digital account management training course for the radio account managers and training new starters in digital sales processes and account management.

Main Achievements

- Project managing the digital elements of Starbucks' 2011 sponsorship of Capital FM's multi-artist concert, the 'Summertime Ball' and BlackBerry's 2012 sponsorship of Capital FM's 'Jingle Bell Ball', both of which included multi-page microsites, with user-generated content, competitions, integrated online sponsorships and more.
- Project managing the award-winning *Rolling Thunder* campaign - a 12 month partnership between Microsoft and Global Radio involving every Global Radio brand and many different online elements.

Global Radio, 30 Leicester Square, London
Digital Commercial Producer

Oct 2008 - Nov 2009

- Creation and copywriting of all commercial online editorial activity for Global Radio's National Commercial Team – including; advertorials, sectionals, microsites, CRM, mobile and display media.
- Building, uploading, updating and maintenance of new and existing online commercial activity.
- Picture editing and editorial image research.
- Liaising with Commercial Programming to ensure all activity is compliant with industry terms and conditions, plus ensuring best practise initiatives are adhered to.
- Working with the sales team to deliver against advertising schedules.

GCap Media plc, 30 Leicester Square, London
Interactive Project Manager

Jan 2007 - Sept 2008

- Internal pitch development and support.
- Developed and managed GCap Interactive sales website, website one pagers, and trade marketing emails.
- Digital account management to all GCap agency teams and clients.
- Managing the implementation of client and agency media campaigns.

GCap Media plc, 30 Leicester Square, London
Advertising Operations Executive

Jan 2006 - Dec 2006

- Responsible for online campaign creation, optimisation, account management and reporting of campaigns.
- Managing the implementation of internal, client and agency media campaigns, ensuring successful setup and delivery of each campaign.
- Analysing site traffic and user behaviour.

EDUCATION

St Mary's University (Surrey University)
2001 - 2004

BA Management Studies & Media Arts
Result: 2:1

ADDITIONAL SKILLS

I am Mac and PC Literate and I regularly use the following:

- Adobe Photoshop
- Microsoft Word/Pages
- PowerPoint/Keynote
- Excel/Numbers
- Wordpress
- Wix
- Mailchimp

REFERENCES

Available upon request