

# Teri Danz

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11305 Graham Place #19  
Los Angeles, CA 90064  
Phone: 310-473-1373  
Cell: 310-283-9688  
E-mail: tdanz1373@ca.rr.com

## Highlights of Qualifications

Experienced professional in public relations/marketing; excellent client, team and communication skills. Demonstrated expertise in creating PR/Marketing strategies and PR campaigns, branding, copywriting. Professional press credentials and writing credits for Internet and music magazines for over 25 years.

## Areas of Expertise

Public Relations/Writing Branding/Marketing Account Management Business/Entertainment

## Professional Experience

### Contract Public Relations and Marketing Professional

5/01 -present West Los Angeles, CA

- Responsibilities include: branding, PR, strategy, account mgmt., copywriting and marketing projects.
- Write and edit press releases; write bios, brochure and marketing copy.
- Clients include: Lisa Priolo, BreakthruTV.tv, KoniTV.tv, Rodents Stop, Costume Kingdom, Party Charlie, Global Gold Group, HillQuest Security, Team Siegal Enterprises, EZ Mortgage, Social.com, and more.
- Write book proposals, resumes, ad copy, and proposals for funding and additional business opportunities.
- Placements vary and among them include: KTLA morning news, CNN, CNBC, Diggstars, LA Business Journal, Hollywoodindustry.com, Soapdom, San Francisco Business Times, and many others.
- Skills in Microsoft Office; mailing lists, captions, and other marketing materials.

11/00 - 4/01 **Digital Boardwalk** Santa Monica, CA

- Managed all public relations – contacts, press releases, corporate bios, branding, and PR strategy.
- Obtained coverage in Yahoo Finance, Zone Communications, Digitrends.net, LA Business Journal, iMarketing News and others.
- Secured speaking engagements as part of PR plan for senior level management at CTIA Wireless 2001, iWireless World 2001 and at the Milken Institute in Santa Monica.

11/99 - 9/00 **iAgency Inc.** Santa Monica, CA

- Ran successful Internet PR and marketing campaigns for FX Networks (Son of the Beach), Fastband, FansRULE.com and others (with account management and supervising responsibilities).
- Obtained coverage in People Online, Rolling Stone/RS Online, Entertainment Weekly, Entertainment Tonight Online, all online event sites -- Yahoo, Yack.com, Real Networks and others.
- Created innovative online promotions to attract press attention (giveaways, contests).
- Extensive media contacts in entertainment, and Internet /technology press. Wrote press releases.

### Entertainment and Technology Writer 1991 – present

#### Freelance Writer, Author, and Editor (Published): Los Angeles, San Francisco

- *Hal Leonard Books, Electronic Musician, ZDTV, Digitrends.net, Entertainment Tonight Online, Roland and Boss Users Group Magazine, Guitar Player*

#### Entertainment Writer and Editor

10/97- 9/99 **TalkCity, Inc.** Campbell, CA

- Wrote weekly Top Picks copy for OnNow, wrote reader newsletter, and met strict deadlines.

#### Reviews Content and Events Editor

7/96-12/96 **CMP Media/ Netguide Live!** San Francisco, CA

- Responsible for covering entertainment-related online events, and writing/editing Web site reviews.

## Education

### Music Editor

9/95-6/96 **Total Entertainment Network** San Francisco, CA

- Defined editorial direction. Wrote content; supervised staff. Interviewed rock bands (Bush, Primus).

Ed.M. Educational Technology and Media S.U.N.Y. at Buffalo, N.Y.

BA. Speech Communications/Spanish S.U.N.Y. at Buffalo, N.Y.

