

# DAHLIA DANDASHI

## WHERE TO FIND ME

**EMAIL:** dahliaddaa@gmail.com

**WEBSITE:** www.dahliadandashi-jpeg.com

**INSTAGRAM:** @dahliadandashi

## DAHLIA.EDU

### Miami Ad School NY

#### SOCIAL MEDIA STRATEGY BOOTCAMP

Awarded 'Top Dog' for best strategist in 12-week bootcamp focused on content and social media strategy.

### The University of Texas at Austin

#### BACHELOR OF JOURNALISM AND BUSINESS FOUNDATIONS

## ACHIEVEMENTS

#### DIVERSIFY PHOTO 'DEVELOP' PROGRAM, 2023

Selected for competitive mentorship program supported by Fujifilm for photographers of color.

#### ADCLUB OF NY I'MPART FELLOW, 2021 - 2022

Selected for executive and leadership training program designed specifically for mid-level rising female stars in the industry.

## COMMUNITY

- **AFIKRA Global Ambassador** (NYC Chapter, Current)
- **MENA Resource Group Lead** (W+K)
- **DE&I Social Team Member** (360i)
- **Culture Collective Lead** (Dentsu)
- **Social Media Coordinator** (CreativeMornings HOU)

## SOME SKILLS

- Languages: English and Arabic
- Adobe Creative Suite
- Creative production
- Creative direction & photo art direction
- Asset & project management

## EXPERIENCE

### Photographer + Photo Editor

#### PRATT INSTITUTE | JAN 2024 - PRESENT

- Work closely with Director of Creative Services and Photo and Video Production Manager in producing photo assets within communications and marketing strategies.
- Shoot a range of photographs (environmental, portraiture, editorial, event and landscape) for a mix of clients and purposes at the institute.
- Process images using Adobe Creative Suite, which includes editing, retouching, color correcting, maintaining and archiving all files, in a timely manner and within deadlines.
- Work in photo archival systems such as Google Drive and a DAM to ensure organization of all files.
- Work collaboratively with other team members, including the videographer and project manager, to ensure streamlining and alignment on deliverables and processes.
- Establish the style guide for both internal and external/freelance photographers and videographers to follow while shooting content for the institute.
- Manage and track all projects/assignments in Asana and Google Drive.

### Content Producer, Bodega

#### WIEDEN+KENNEDY | SEPT 2021 - OCT 2023

- Drive the creative production and art direction of social media content (campaigns and evergreen posts) across brands and internal W+K initiatives.
- Storyboard, moodboard, shoot and edit photo/video content.
- Provide art direction during photoshoots, collaborating closely with other photographers, videographers, creatives, etc.
- Manage all content and deliverables, working closely with producers to ensure creative meets brief and deadlines.
- Help ideate and build out concepts for new biz pitches.
- Brands include Nike, McDonald's, Samsung, Heinz, Duracell, Kraft Mayo, Community Spirit Vodka, Marcus Graham Project

### Content Producer, Social Marketing & Strategy

#### 360I | FEB 2020 - SEPT 2021

- Create evergreen and real-time content that's aesthetic and strategic across portfolio of brands for social.
- Execute, style, shoot and edit photographs.
- Design a variety of graphic assets.
- Work alongside social media managers and strategists to ideate and brainstorm for content calendars.
- Manage all content requests and deliverables for distribution.
- Curate monthly Content Newsletter to share with department.

### Social Media Manager

#### 41 WINKS | MARCH 2018 - FEB 2020

- Manage and implement all social content for Instagram by writing captions and crafting stories.
- Conduct monthly insight reports to analyze analytics, optimize future copy and improve channel best practices.
- Assist in influencer strategy and market research.
- Conceptualize and photograph campaigns for the brand.