

DAHLIA DANDASHI

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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

FELLOWSHIPS

DIVERSIFY PHOTO DEVELOP PROGRAM | 2023

Selected for competitive mentorship program supported by Fujifilm for BIPOC photographers.

ADCLUB OF NY I'MPART FELLOW | 2021 - 2022

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

COMMUNITY

Afikra Community Organizer [Current]

W+K MENA Resource Group Lead

360i DE&I Social Team Member

Creative Mornings Social Media Coordinator

SOME SKILLS

Languages: English and Arabic

Adobe Creative Suite

Digital Asset Management (DAM)

Event planning and coordination

Community outreach and engagement

EXPERIENCE

Photographer & Photo Editor

PRATT INSTITUTE | JAN 2024 - PRESENT

- Shoot a range of photographs (environmental, portraiture, editorial, lifestyle, fashion) for marketing/comms at institute.
- Process images using Adobe Creative Suite, which includes photo selection, editing, retouching and color correcting.
- Work in archival systems such as Google Drive and a Digital Asset Management tool to ensure organization of all files.
- Developed and implemented the institute's first photography style guide, providing clear standards and creative direction for internal use and freelance photographers.
- Manage and track all projects and assignments in Asana to ensure streamlined processes and alignment on deliverables.

Curator & Producer

BANAT EL HARA | 2023 - PRESENT

- Creator of the Banat El Hara exhibition, a showcase honoring generations of Arab women who have excelled in and revolutionized diverse forms of artistic expression, produced in partnership with the Arab Film & Media Institute.
- Curate the selection of Arab artists for the annual three-day exhibition, featuring djs, artists, poets and filmmakers.
- Develop and ideate a theme for each exhibition cycle.
- Manage all logistics, including event space coordination, location setup, and overall event layout.
- Conduct outreach and coordinate with sponsors and volunteers to support the event.

Content Producer, Bodega Social Studio

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 company initiatives for W+K's social studio.
- 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 business pitches.

Content Producer, Social Marketing & Strategy

360i [DENTSU CREATIVE] | 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 monthly content calendars.