

## CONTACT

### PHONE

(303) 947-6564

### EMAIL

danielle@dcharcreative.com

### PORTFOLIO

www.DCharCreative.com

## SUMMARY

First and foremost I am a writer and journalist with an insatiable curiosity for exploring the world, asking probing questions, extracting meaning and writing compelling narratives. I am devoted to the craft of non-fiction writing.

Secondly, I am a creative with a wide range of multimedia skills including website building, graphic design, podcast production, video editing, digital marketing, social media content creation and public relations.

## EDUCATION

### ANNENBERG SCHOOL FOR JOURNALISM AT THE UNIVERSITY OF SOUTHERN CALIFORNIA

#### M.A. IN SPECIALIZED JOURNALISM IN ARTS & CULTURE, 2015

- In graduate school I was trained as a multimedia “backpack journalist” — able to produce my own photography, video, audio, print and web content.

- For thesis, became an embedded reporter for nine months with a nonprofit theater company on Skid Row in downtown LA.

#### B.A. IN PRINT JOURNALISM, 2009

- Areas of study included: print, online, broadcast and radio journalism; arts criticism; investigative reporting; photojournalism; website design; graphic design; documentary film production

# DANIELLE CHARBONNEAU

JOURNALIST | CONTENT CREATOR | GRAPHIC DESIGNER

## JOURNALISM EXPERIENCE

### DCHAR CREATIVE | Freelance Journalist & Content Creator | June '16 - Present

- Full-time freelance journalist, copywriter, graphic designer, editor and website builder. Client highlights: Lifestyle Media Group, Club Med, Miami Art Zine, Diego Barboza Gallery, McClatchy Media, Wyndham Deerfield Beach, Berggruen Holdings, and Royal Blues Hotel Relais & Chateaux, among others.

### INSIDER EXCURSIONS | Travel Writer | Jan. '18 - Present

- Insider Excursions is a media travel company. Served as travel writer and graphic designer. Produced travel content for print and digital media.

### DORIAN STORIES, DOCUMENTARY PODCAST | Reporter | Jan. '21 - April '21

- Led a small team to Great Abaco to produce a narrative podcast about injustices that occurred in the aftermath of Hurricane Dorian. Worked alongside a photojournalist and Haitian Creole translator to interview roughly 50 people.

### POINT! PUBLISHING | Editor in Chief & Reporter | June '16 - Nov. '19

- Per month, was responsible for: executing the editorial content for three news and lifestyle magazines; writing 2-3 long-form features with original reporting; writing 5-10 news briefs, 5-10 calendar briefs, all captions, headlines, decks and advertorial copy; adapting content for web; managing six social media channels; designing and writing the bi-monthly e-newspaper using MailChimp; coordinating all freelance writers and photographers; copyediting using InCopy.
- For two years wrote a monthly first-person column which focused on art, culture, tourism and adventure.

### ANNENBERG RADIO | AMPERSAND LA | Arts Reporter | July '14 - May '15

- Produced radio and written features on topics pertaining to arts, culture and social change. An episode that featured my work won Best College Radio Broadcast at the 2016 Broadcast Education Association Awards.

### “STRANGERS IN THE NIGHT” | Non-Fiction Ghost Writer | May '15 - Feb. '16

- Was contracted as the sole ghost writer for “Strangers in the Night,” a non-fiction book about the kidnapping of Frank Sinatra Jr. in 1964. The book was produced in partnership with Academy Award winning writer Barry Morrow (“Rain Man”). Job entailed more than 50 hours of interviews with the kidnapper, Barry Keenan. Story later adapted for podcast hosted by John Stamos.

### LA WEEKLY | Freelance Reporter & Editorial Intern | May '08 - Aug. '08

- Assisted Pulitzer Prize-nominated reporter Sam Slovick with investigative features. Communicated with PIOs, found sources, compiled statistics, transcribed interviews and drafted content.
- Was published in the Considerable Town section of print edition and produced web content for Lurker (a street art blog), Best Of (business section) and the Arts and Culture Calendar.

### ANNENBERG PUBLIC AFFAIRS | Reporter | Aug. '08 - June '09

- Attended events such as panel discussions, guest speaker engagements, fundraising banquets, committee meetings and professor lectures to produce news stories and media content for CommLine, the school’s digital news outlet.

### DAILY TROJAN | Lifestyle Editor & Arts Reporter | Aug. '06 - June '09

- As the Editor: Oversaw a production staff of 60 reporters; planned and assigned daily editorial content; assisted writers; edited articles for AP style, grammar and factual correctness; wrote all headlines, decks and captions; designed layout using InDesign; worked with graphic designers to create special graphics; assigned photographers; collaborated with copy editors.
- As a Reporter: Wrote articles pertaining to arts and culture. Highlights included: attending the Oscars as press; interviewing Francis Ford Coppola, Ben Kingsley, Method Man, Olivia Thirlby, Abigail Breslin and Josh Peck for film critiques; having an arts story selected for distribution on the AP Wire.

*Additional Experience on back*

## CONTINUING EDUCATION

- **STANFORD UNIVERSITY**  
Completed courses in memoir writing & podcast production.
- **THE NEW SCHOOL (NYC)**  
Completed courses in memoir & non-fiction essay writing.
- **SHE WRITES PRESS**  
Mentored by book publisher Brooke Warner.

## APPLICABLE SKILLS

- Advanced skills in **Adobe** programs including InDesign, Photoshop, Audition, Premiere Pro and InCopy.
- Expert in **WordPress** website design & site management.
- Experienced reporter, researcher & **interviewer**.
- Trained in **photojournalism**.
- Skilled in **social media** management. Familiar with Hootsuite.
- Well-versed in **SEO**, keyword targeting, Google Analytics & Google AdSense.
- Proficient with **HTML** newsletter design. Expert with Constant Contact and MailChimp.
- Familiar with Canva
- Some experience with OSINT investigation.

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**Instagram**  
@Danielle.Charbonneau

## JOURNALISM EXPERIENCE CONTINUED

### ANNENBERG ARTS JOURNAL | Reporter, Editor & Designer | Mar. '09 - June '09

- Spearheaded the creation of a student arts publication. Designed the magazine from scratch, planned content, collected articles and served as editor-in-chief. Published digitally and in print.

### CAMPUS CIRCLE | Copy Editor & Reporter | May'08 - Aug. '08

- Wrote articles pertaining to arts and culture including calendar spotlights, product reviews and film, music and album critiques.
- Copy edited entire paper weekly.

## OTHER PROFESSIONAL EXPERIENCE

### DENVER RESCUE MISSION | Copywriter | Jan. '13 - Jan. '14

- Wrote and edited copy for the Mission's press releases, newsletters, social media channels, print and digital marketing materials, blog, video scripts, community award nominations and internal communications.
- Was published in Denver Post's YourHub section three times in one month.
- Designed marketing collateral using Adobe InDesign and Photoshop.
- Participated in strategic planning meetings for public relations campaigns.

### DUCK SOUP | Digital & Social Media Manager | Jan. '14 - July '14

- Redesigned the company website, constructing the layout, writing all copy, taking all photography, embedding content and integrating keywords.
- Implemented and managed the restaurant's social media channels; Grew the company's Facebook followers by 250 percent in one month.
- PR accomplishments included coordinating media coverage by Dan Daru for KDVR's Good Day Colorado; forging a partnership with Hope House of Colorado; partnering with the 9 News Health Fair and joining the Visit Denver network.

### YELLOWSCENE MAGAZINE | Brand Ambassador & Trainer | Apr. '12 - Aug. '13

- Represented the Yellowscene brand by operating booth at events, recruiting sign-ups for the E-Blast program, informing the public of advertising opportunities and gathering feedback.
- Was promoted to trainer after being recognized as one of the magazine's top performers for E-Blast sign-ups (250 in one day).

### MAMMOTH MOUNTAIN | Conference Services Manager | Oct. '09 - Feb. '10

- Managed visiting group's lodging, lift tickets, activities and catered events, gave tours of resort amenities, worked with sales team to create contracts, monitored room blocks, booked function spaces, designed menus, drafted floor maps, arranged VIP treatment, coordinated with mountain staff and local vendors, collected payments, reported to finance and maintained relationships with clients.
- Received company recognition for increasing projected profits for group sales.

### MACKINGWELL ENTERTAINMENT | Production Assistant | Jan. '06 - May '08

- Served as PA leading up to, and during, production of music videos and commercials including those for: Sara Bareallis, The Sounds, Snoop Dogg, Kanye West, Alkaline Trio, Rise Against, Guster, Converse and Los Angeles Community College. Videos were featured on MTV, Showtime, CMT and VH1.

### DOWNTOWN WOMEN'S CENTER | PR Assistant | Oct. '05 - April '06

- Coordinated special events and organized volunteer schedule.
- Wrote copy and designed all event promotional materials, brochures and newsletters.
- Served as contact person for all public inquires and maintained donor database on Razor's Edge.

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## Professional References

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### **Candy Schulman**

Title: Writing Professor at the New School (NYC)

Relationship: Professional mentor

Email: [candy@candyschulman.com](mailto:candy@candyschulman.com)

Cell Phone: (917) 406-5537

### **Richard Rosser**

Title: Publisher and CEO of Point! Publishing

Relationship: Direct supervisor at Point! Publishing

Email: [richard@pointpubs.com](mailto:richard@pointpubs.com)

Cell Phone: (954) 234-8518

### **Dennica Worrel**

Title: Reporter for Pompano!, Deerfield Beach and Lighthouse Point magazines

Relationship: I was Dennica's editor at Point! Publishing for two years

Email: [dennicapearl@newschool.edu](mailto:dennicapearl@newschool.edu)

Cell Phone: (954) 740-9967

### **Sasha Anawalt**

Title: Former Director of the Specialized Journalism in the Arts program at the Annenberg School for Journalism at the University of Southern California

Relationship: Thesis advisor and professor

Email: [anawalt@usc.edu](mailto:anawalt@usc.edu)

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### **Tim Page**

Title: Pulitzer Prize-winning journalist; Adjunct Professor at the Annenberg School for Journalism at the University of Southern California

Relationship: Writing mentor & professor in graduate school

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Work Phone: (213) 740-3906

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October 12, 2022,

Dear Obed Manuel and the Denverite Editorial Team,

I am writing in response to the open **Arts & Culture Reporter position** at Denverite. I was thrilled to learn of the opening from Corey Jones, whom I had the pleasure of meeting during the interview process for the Arts & Culture Reporter position for CPR in March. While I think I was a strong candidate for that role, I think I am an even stronger fit for Denverite. Writing is clearly my strength, and creating local-centric content my passion. As you will see in my attached resume and portfolio samples:

- I have a **masters degree in specialized journalism in arts & culture**, and a bachelor's degree in print journalism from the Annenberg School for Journalism at the University of Southern California in Los Angeles.
- I have **more than ten years of experience as a writer and reporter** for a wide range of media outlets including Lifestyle Media Group, Miami Art Zine, LA Weekly, Ampersand LA, Annenberg Radio News, Pompano Magazine, Deerfield Beach Magazine, Lighthouse Point Magazine, Campus Circle and the Daily Trojan.
- For four years I served as the **editor in chief for Point Publishing**, which produces three local-centric monthly magazines, a website and e-newsletter with a rough circulation of 30,000 in Broward County, Fla. I wrote a monthly adventure column, long-form feature stories, investigative reports and short-form articles on a wide variety of topics, including arts and culture (my specialty).
- In graduate school I was **trained as a multimedia “backpack journalist”** — able to produce my own photography, video, audio, print and web content. For my thesis I became an embedded reporter for nine months on Skid Row to explore art's therapeutic role for individuals experiencing homelessness.
- I have a **deep respect for the journalism CPR produces** and believe wholeheartedly in its values of curiosity, creativity and inclusiveness.
- I have a long-standing **passion for the arts**. I believe art is an invaluable mirror to help us make sense of ourselves, our community, time and culture.

I would greatly appreciate the opportunity to speak with you further about the position. If you feel I am a qualified candidate, I can be reached by phone at (303) 947-6564 or by email at danielle@dcharcreative.com. Thank you for your time and consideration.

Sincerely,  
Danielle Charbonneau