

DANIEL D'ALONZO

Rutgers University Bachelor in Sociology

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WORK

Management Consultant, 2013-Present

- *Eyewear Manufacturer*: Developed marketing dept from the ground-up for the company to begin direct retail distribution
- *Retail E-Commerce*: In five days, increased revenue from email marketing by \$6,000+
- *Estate and Retirement Planning*: Improve organizational performance, launch lean web platform, provide infrastructure to produce consistent month-over-month improvements, build editorial calendar, and cross-train employees

Service Designer, 2010-Present

- *Marketing Agency for Alternative Investment Asset Managers*: Redesigned the agency's services from a one-size-fits-all/over-budget/out-of-scope/pre-packaged bundles to personalized, lightweight, and low-cost options
- *Insurance Agency Association*: Responsible for designing new services to offer member agencies. Pitched a three-tiered white-glove email marketing services in-person converting 12 of 32 agency CEOs
- *Marketing Agency*: Redesigned the web design services and process offered to the agency's clients. Responsible for design, development, server, and DNS management. Eventually, hired an intern, developed him into a full-time Wordpress developer earning \$50k + full benefits in 90 days

UX Designer, 2013- Present

- *Alternative Investment Asset Manager*: Reimagined the investor experience with a web-based platform to scale investment vehicle distribution from asset manager to RIAs to high-networth investors
- *Workforce Development Startup*: Responsible for designing a web application to connect job seekers from the skilled trades with employment opportunities
- *Youth Entrepreneurship Program*: CEO provided his vision and contracted me to design ten screens he would use to pitch investors for funding to develop the application
- *Medical Center*: Turned a medical doctor's vision into an outline, drafted userflows, sketched wireframes, designed high-fidelity web pages using Sketch, and handed-off for the doctor to develop internally

Videography, 2010-Present

- *Policy Advocacy Firm*: Translating policy research into action by leveraging data-driven storytelling
- *Rutgers Eagleton Institute of Politics*: Contracted by the Eagleton Program on Immigration and Democracy to produce a fundraising video of the tri-campus initiative, Citizenship Rutgers
- *Rutgers School of Social Work*: Produced 20-minute ethnographic video project analyzing the Summer Housing & Internship Program (SHIP) which provides support to youth who are aging out of the foster-care system
- *Rutgers Honors Program*: Documented presentations and colloquiums
- *Rutgers Library Services*: Documented events, classes, talks, plenary discussions, workshops, etc

TEACHING

- Rutgers University**, New Brunswick, NJ **2012**
- Instructor, Introduction to Entrepreneurship
- Rutgers University**, New Brunswick, NJ **2012**
- Instructor, Marketing Consulting for Small Business
- Rutgers University**, New Brunswick, NJ **2011**
- Instructor, New Media Composition: Sustainable Cities
- Rutgers University**, New Brunswick, NJ **2010**
- Instructor, Digital Media Lab
- Rutgers University**, New Brunswick, NJ **2010**
- Instructor, Information Design for Web Journalists
- Rutgers University**, New Brunswick, NJ **2010**
- Civic Engagement with Service Projects

PRESENTATIONS

- [Cultivating Community and Impact in Princeton](#) **2015**
- Published by Philadelphia reporter, Kristen Gillette of the social impact publication, Generocity
- Annie E. Casey Foundation Kids Count Summit**, Denver, Colorado **2013**
- Presented two workshops: “Strengthening Public Policy Reform with New Media Projects”, and “Influencing Change with Online Content”
- School of Arts and Sciences Honors College**, Rutgers University **2012**
- Presented the 18-month acceleration process of how I transformed my Rutgers Diploma into a business that generated over \$150,000
- Department of Human Ecology**, Rutgers University **2012**
- Presented two-part workshop of case studies, internet marketing methodologies, and hands-on application working one-on-one with student groups building marketing campaigns for 350.org
- New Jersey Writer’s Alliance (NJWA)**, New Jersey **2010**
- Presented the incubation process of following my idea as it evolved into a revenue generating enterprise laying the foundation for my career
- Hub City Revival Documentary Screening, Tumulty’s**, New Brunswick, NJ **2010**
- Public screening with 100+ in attendance to watch my 60-minute documentary

City College of New York (CCNY), New York **2010**

- Shared my personal story with undergraduates to provide relevant insights on building a meaningful career starting right now, not later

SERVICE EXPERIENCE

Techstars, Curator **2015-2018**

- Social Enterprise Startup Digest Curator for approx 10,000 global subscribers

IDEO, Global Design Coach **2017**

- Provided an immersive, hands-on learning experience as one of the five global design coaches for the IDEO Design Challenge to Reimagine Higher Education

WeWork, Friend **2017**

- Design experiential community events such as *Thin Red Thread*, *Founder's Way*, and *Side Project Sundays* because it feels natural to sew myself into the cultural fabric of the community

Public-Private Partnership, Kellogg School of Management at Northwestern University **2017**

- Mentor MBA team from INSEAD Graduate School of Business competing against their peers for the Morgan Stanley Sustainable Investing Institute Challenge

Mobile Application Designer, Wolfpack **2015**

- Bring relief to domestic violence by preventing it

Principal Designer, Action Horizon Institute **2015**

- Postsecondary education program

Founding Organizer, Cooperative Impact **2015**

- Coached speakers for three weeks to support their presentation development and overall readiness for New Jersey's first-ever social innovation conference

Videographer, Hub City Revival, New Brunswick, NJ **2010**

- 60-minute documentary of an all ages art and music event travelling from New Brunswick to Jersey City to Newark

Videographer, Haiti Relief Benefit, New Brunswick, NJ **2010**

- 4-minute video of benefit hosted to generate funding through the sale of artist's original work

Videographer, Middlesex County Board of Education, NJ **2010**

- Filmed monthly board of education meetings to provide footage to parents unable to attend

Host, ArtHouse, New Brunswick, NJ **2009**

- Local artists and musicians transformed my home into an art gallery and music show

Videographer, City Council, New Brunswick, NJ **2009**

- Published videos of the bi-weekly city council meetings on hyperlocal newspaper

Videographer, Ward Campaign, New Brunswick, NJ **2009**

- 11-minute documentary about local activists working to change the form of government from an at-large city council to a ward-based council