

DANIELLE LANYARD

www.daniellelanyard.com

917.991.7880

onthecusp@gmail.com

STARTUP CONSULTANT * SERIAL SOCIAL ENTREPRENEUR * DIGITAL STRATEGIST

Outstanding ability to provide comprehensive development and creative strategy for startup ventures, nonprofits and corporations with special focus on cause-related and experiential marketing campaigns

Cutting edge networking, digital, social media and community engagement skills

Experience in researching and writing grant, marketing and business proposals, as well as written, cross-cultural and community skills, including compelling public speaking and use of French and German

Excellent proficiencies in Mac & Windows platforms, Microsoft Office Suite, Raiser's Edge, Final Draft, Final Cut, Adobe Creative Suite, Wordpress and Joomla

PROFESSIONAL EXPERIENCE

FOUNDER and CEO, Third Rail Ventures, October 2010 to present

- Conduct market research, strategy and development on impact investing, global startup and enterprise ecosystems and access to resources and capital for underserved entrepreneurs
- Form partnerships for coventures that provide social entrepreneurs with access to resources
- Develop the business, marketing and financial plan, and website, branding, event series, and partnerships, to secure founding team of partners & advisors

CMO/COO and CO-FOUNDER, Travelcology, New York, August 2008 to October 2010

- Design, develop and deliver startup from seed to market for startup in adventure travel, volunteer, corporate social responsibility and cause-related marketing offering services and travel experiences
- Establish team members, funders and partners in the NGO, corporate, tech and travel sectors
- Create development, branding, website and new media strategy for cross marketing partnerships, including the creation of a Humanitarian Travel program with Vayama.com

CO-FOUNDER & CEO, Open Venture Society, New York, July 2009 to August 2010

- Launched startup technology venture from seed to market: including legal, financial, research, marketing, technology, design, and social media components for Joomla-based CRM
- Create all promotional, multimedia and new media materials for SAAS product for civic sector
- Establish strategic alliances for service partnerships, vendor contracts and joint ventures

CONSULTANT & STRATEGIST: COMPANIES, NONPROFITS, & EVENTS New York, Oct. 2005 to present

STRATEGIC DEVELOPMENT: StartupCause, November 2010 to present

EVENTS, FUNDRAISING and PARTNERSHIPS: Startup Weekend NYC, July 2009 to present

BRANDING and MARKETING STRATEGY: Good Intentions are not Enough, August 2010 - September 2010

SOCIAL MEDIA BUSINESS DEVELOPMENT: Best Coaches, August 2009 - October 2009

STRATEGIC PARTNERSHIPS: MBS Connect February 2007 - August 2007

MARKETING, COMMUNICATIONS and EVENTS: East West Enterprises, September 2006 - February 2007

ACCOUNT MANAGEMENT and WEB STRATEGY: NYC Travel Guide, May 2006 - September 2006

DEVELOPMENT, FUNDRAISING and EVENTS for YIVO, Institute for Jewish Research November 2005 - May 2006

DEVELOPMENT, EVENTS & CAUSE MARKETING: American Friends of ALYN Hospital August 2005 - Nov. 2005

- Created business and nonprofit development strategies, proposals and marketing plans
- Developed and implemented comprehensive on and offline marketing strategies
- Identified key service providers and corporate partners with product drivers

- Integrated services, corporate programs and secured vendors into full micro-businesses
- Launched on/offline multimedia campaign through online community member sites
- Created experiential marketing campaign with online site and offline promotion components
- Designed and executed event calendar as well as planned special events of all kinds
- Handled all aspects of client relations for events, experiential marketing and networking
- Integrated diverse PR opportunities and outreach into partnerships and business opportunities
- Drafted and delivered marketing and digital strategy and pitched presentations to investors
- Initiated and developed complete website redesign with User Experience analysis to launch site with web 2.0 functions and social media integration and provided training in all tools
- Overhauled database including maintenance, donor accounting and acknowledgement

DIRECTOR OF DEVELOPMENT, Institute Cultural Diplomacy, Berlin, Germany, July 2003 to July 2004

- Revamped mission statement, organizational structure and program diversity strategy
- Created Global Community Program and launched membership campaign, via database creation, email and web integration and cultural events and political round tables
- Formed partnerships with NGOS and principals for transatlantic Young Leaders Program
- Updated content, design and website to initiate online membership and contributions

PEACE CORPS TRAINEE, Sustainable Development, Senegal, March to May 2003

- Completed entire training in Participatory Analysis for Community Action and extensively researched 'best practices in sustainable development' and training methodologies
- Allied with grassroots NGOS working in environmental education, agriculture and health
- Designed and developed workshops and educational programs and written materials on sustainable education prepared for diverse populations

INSTRUCTOR, CURRICULUM DEVELOPER, Vientiane College, Laos, May to December 2002

- Created entire curriculum and training and delivered college-certified course and training in Sustainable Development to ASEAN officials, NGO executives and local stakeholders
- Partnered with all local NGOs to form a local and global network for course and community
- Launched first networking event between local and global development professionals

ACTIVISM and RELATED EXPERIENCES

Curriculum Developer, How to Launch a Startup; Social Enterprise; Nonprofit; New York Public Library SIBL Business Branch and The Foundation Center

Chapter Secretary and Founding Board Member, Social Enterprise Alliance New York Chapter

Committee Member, Manhattan Chamber of Commerce, Green Finance and Green Business

Event Organizer, Startup Weekend NYC, Cosi10 & NYC Twestival, Local and global technology events

Creative Executive, The Script Broker and Noble House Entertainment, Los Angeles.

Story Analyst, Becsey, Wisdom and Kalajian Literary Agency, Los Angeles.

Workshop Coordinator, Black International Film Festival, Berlin

Youth Coordinator, Charity Bike Ride benefiting ALYN Children's Hospital in Jerusalem

Founder and Master of Ceremonies, Vientiane's debut community space and Open Mic event series

Research Assistant, NYU Community Psychology (Origin of Racism in School Children)

Technology Education Instructor, UCLA Program with Barrios Unidos for immigrant youth

Director's Research Assistant, National Marine Mammal Laboratory & NOAA, Seattle, WA

Research Assistant, UCSC Developmental Psychology, Intercultural community development

Member, Board of Directors, Shared Adventures, Santa Cruz, CA

Field Research Assistant and Analyst, University of Hawaii and Hawaii Institute of Marine Biology

Clown Entertainer/Program Coordinator, Children's Initiative, Ruth Bass Foundation, Newark, NJ

EDUCATION

NYU, New York, Graduate work Masters Program in Community Psychology, 2001

University of California, Santa Cruz: Bachelor of Arts in Intensive Psychology, 2000

Early coursework: The Evergreen State College, WA; UC, Berkeley, CA; Brown University, RI

Writers Boot Camp Screenwriting Program, Los Angeles, CA 2006 - 2008