

DANIEL J. FRANASIAK

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EDUCATION

UNIVERSITY AT BUFFALO, THE STATE UNIVERSITY OF NEW YORK
Bachelor of Science in Business Administration, expected May 2018
Marketing Concentration | GPA: 3.63/4.0

EXPERIENCE

Benissimo Cloud Consulting, Buffalo, New York (remote)

Marketing Associate, 12/2015 – Present

- Manage planning and logistics for Salesforce cloud integrations monthly webinar series
- Assist with planning of monthly marketing calendar and coordination of social media posts
- Developed several high-quality leads through management of the webinar series

New York State Assemblyman Ray Walter, Williamsville, New York

Legislative & Community Relations Assistant, 1/2015 – Present

- Manage constituent relations, case work, and assist with organizing community events
- Research and track legislation, and provide updates to the Legislative Director
- Resolved dozens of constituent issues with state agencies on their behalf

NSR Invest, Buffalo, New York (remote)

Marketing & Business Development Intern, 6/2015 – 10/2015

- Assisted with CRM automation and implementation of a new CRM system
- Researched and implemented software to increase investor relations efficiency
- Supported developing new Financial Advisor client leads through cold calls

Windsong Radiology, PC, Williamsville, New York

Marketing Intern, 1/2015 – 5/2015

- Developed market research and competitive analysis for new service areas
- Managed social media, assisted with press releases and media relations
- Created physician-practice database, allowing management to increase referrals and revenue

Lyft, Inc., Buffalo/New York, New York

Brand Ambassador, 6/2014 – Present

- Promote the Lyft brand and ride-share services in the New York market
- Identify and solicit partnership opportunities through outreach and cold calls
- Directly acquired over 2,000 new user sign-ups in a one year period

Williams and Jensen, PLLC, Washington, DC

Government Relations Intern, 7/2014 – 8/2014

- Researched federal legislation and composed memos for attorneys and clients
- Attended committee hearings and assisted in developing hearing reports
- Evaluated website/social media and provided suggestions resulting in increased traffic

Barlow Transportation Services, Inc., Buffalo, New York

Account Coordinator, 7/2012 – 7/2014

- Researched and solicited new client leads, assisted in freight brokerage and sales
- Managed hundreds of customer truck loads and negotiated rates with carriers
- Increased revenue by over \$50,000 through new and existing client account sales

ACTIVITIES/ LEADERSHIP

Deputy Director of Legislative Affairs, SUNY Student Assembly, 8/2015 – Present
Member, **Undergraduate Consulting Club**, 9/2015 – Present

VOLUNTEER SERVICE

St. Luke's Mission of Mercy, 8/2015
University at Buffalo Liberty Partnerships, 9/2014 – 11/2014

SKILLS

Proficient in Microsoft Office Suite | Experience with database applications, basic HTML & SQL