

Dani Lee Sepe

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Portfolio: <https://danileesepe.com>

Communications Manager & Editor

Communications professional and editor with experience writing and managing editorial content, publication production, public relations, social media strategy, and creative design. Skilled at copywriting, interviewing, proofreading, content strategy, and social media. Subject matter expert in brand management and compliance in corporate environments.

WORK EXPERIENCE

TAPinto • 07/2026 – Present

Journalist • Freelancer

- Attend municipal meetings and community events to gather information, monitor local developments, ask questions if needed, and report on issues relevant to area residents.
- Research, write, source images, and publish news articles covering local government, community initiatives, and current events that accurately inform the community with clear, effective, and thoughtfully-crafted content.
- Fact-check, proofread, and copy edit content to maintain accuracy, consistency, and editorial quality to maintain journalistic integrity.

Thomas Greco Publishing Inc. • 06/2026 – 06/2026

Creative Production Manager • Full-time

- Editorial copywriting, scheduled and performed interviews, conducted on-site photoshoots, wrote meta captions, blurbs, owned end-to-end production, and a trusted partner with Editorial Director.
- Spearheaded magazine production, sourced and edited stock images, covers, layouts, copyedited, strategized direction, and worked with advertising clients.
- Responsible for the Township of Nutley public relations, newsletter editor, web content, image sourcing, communications strategy.
- Created social media marketing with Adobe Express, strategized content, copywriting captions, and summarized text for optimal viewer engagement.

Verizon • 04/2019 – 11/2021

Creative Designer and Communications Manager • Full-time

- Enhanced employee communications by copy editing and writing editorial content, advising the HR Communications Director on content strategy, resulting in greater clarity and higher engagement.
- Delivered creative assets and editorial content to 135K+ staff in a 7-day turnaround, enhancing HR info accessibility. Optimized email designs in Poppulo for a higher open rate above 80%.
- Acted as Creative and Art Director by establishing the overall design vision and ensuring consistent, standards-aligned brand application across all corporate HR multimedia channels, collaborating with Brand Marketing to maintain best-practice alignment, increasing brand compliance from 78% to 98%.

Spirit Halloween • 08/2024 – Present

Assistant Store Manager • Full-time

Award-Winning Seasonal Project Operations Lead

- Front End Manager, leading operational planning, cross-team communication, training, and workflow structuring for seasonal product rollouts.

Kennedy International Inc. • 03/2025 – 06/2025

E-commerce Manager • Full-time

- Developed visual content strategies for retailers and online marketplaces with creative departments.

Beach Camera/Buydig.com • 03/2018 – 01/2019

Digital Design Project Manager • Full-time

- Responsible for project management, scheduling, and production of onsite and remote e-commerce graphics.
- Increased funding of marketing commitments, yielding \$200,000 per quarter across all accounts.

Freelance • 05/2011 – 12/2025

Senior Designer • Full-time

Michael Kors • 11/2016 – 12/2017

Sales Supervisor • Full-time

Rich Consignment Estate Sales and Services LLC • 08/2014 – 11/2016

Lead Graphic Designer • Full-time

- Photographed couture products, photo retouching: balance lighting, exposure, contrast, color for the business' e-commerce websites, Shopify, and eBay.

SA Design • 01/2008 – 05/2011

Graphic Designer • Part-time

EDUCATION

Bachelor Of Arts Degree in Communication Arts

Ramapo College Of New Jersey • 09/2007 – 05/2011

Visual Communication Design Concentration

CERTIFICATIONS

Active Listening

7 Cups

PROJECTS

Nutley Nature News • 07/2026 – Present

Family-friendly neighborhood birdwatching and nature group social media and journalism.

PUBLICATIONS

Township of Nutley Newsletter • 06/2026

Thomas Greco Publishing, Inc

Created copy, organized the layout, and sourced images for the seasonal newsletter.

New Jersey Automotive • 06/2026

Thomas Greco Publishing, Inc

Interviewed and profiled a local trade organization leader and his business, additionally shot an on-site photoshoot for the magazine.