

Dani Lee Sepe

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Portfolio: <https://danileesepe.com>

Journalist & Editor

Journalist and editor experienced in hyper-local news reporting, municipal and community coverage, interviewing, public-record research, fact-checking, and AP Style. Background includes editorial production, public relations, digital content, social media, photography, and visual communication.

WORK EXPERIENCE

Patch.com • 08/2026 – Present

Local News Content Producer

- Produce and publish 16–20 quick-turn local news stories per day across multiple Patch sites, balancing high-volume deadlines with accuracy and editorial standards.
- Identify and develop newsworthy stories from government agencies, municipalities, businesses, schools, nonprofits, public meetings, and community organizations.
- Monitor social media, local websites, newsletters and public records to identify original story ideas, breaking developments, and community trends.
- Verify facts, edit, and proofread stories for AP Style, clarity, grammar, and accuracy while meeting Patch editorial standards.

TAPinto • 07/2026 – Present

Reporter • Freelancer

- Cover municipal meetings and community events, identifying newsworthy developments, and reporting on issues affecting South Orange and Maplewood residents.
- Research, write, source images, and publish original reporting on local government, planning and development, community initiatives, and current events.
- Fact-check reporting and copy edit content for accuracy, clarity, consistency, and journalistic standards.

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

- Designed a wide variety of projects for freelance clients: landing pages, music videos, social media, website assets. Adobe Creative Cloud (Photoshop, Illustrator, InDesign), Figma, TouchDesigner, DaVinci Resolve, generative AI.

EDUCATION

Bachelor Of Arts Degree in Communication Arts

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

Visual Communication Design Concentration

PROJECTS

Nutley Nature News • 07/2026 – Present

- Founded and independently manage a Nutley-focused digital publication covering local wildlife, birds, conservation, and the relationship between residents and their natural environment.
- Research, report, write, edit, and publish original local features using interviews, field observations, photography, public information, and authoritative scientific sources.
- Manage editorial planning, WordPress publishing, SEO, social media, photography, and visual storytelling across the publication.

PUBLICATIONS

Township of Nutley Newsletter • 06/2026

Thomas Greco Publishing, Inc

New Jersey Automotive • 06/2026

Thomas Greco Publishing, Inc