



Danielle Croxton

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Education

University of Utah
Bachelor of Science - 2009
Mass Communications / Business
Dean's List

Other Experience

Make-A-Wish Foundation
Wish Granting Volunteer
June 2013 - Present

Women's World Health Initiative
Director of Development
August 2008 - June 2012

W Magazine
Accessories Intern - 2009

Skills and Technology

Microsoft Office
Adobe CS
HTML/CSS
CMS Systems
Social Media Platforms
Google Docs
Apple/Windows OS

Experience

The Limited

Executive Assistant and Project Manager — January 2013 - Present

- Project manager over licensing program, led development of program initiation including research and recommendations on agency partners, category opportunities, distribution channels and projections, actively work with SVP on establishing and managing all aspects of program
- Work closely with SVP and directors on driving special projects to increase quality, including focus groups, comparison studies, factory scorecards, and sourcing strategy and clearly communicating results to leadership and impacted teams
- Build annual master product development calendar with meticulous attention-to-detail and analytical skill
- Research growth opportunities, build business cases and create implementation roadmaps as member of growth initiative team tasked to review domestic/international licensing, B2B, and wholesale opportunities
- Lead office philanthropy efforts with cross-functional team to manage and execute events and raise ~\$15K annually

York Capital Management

Executive Assistant — September 2010 - January 2013

- Designed and developed content for PowerPoint presentations and pitch decks
- Worked with marketing team to plan and execute annual investor conference
- Developed, researched, and prepared monthly industry reports

Utah State Tax Commission

Executive Assistant — November 2009 - August 2010

- Oversaw \$2 million budget, implemented department budget snapshot and conducted analysis to reduce non-payroll expenses by 10%
- Proofread agency press releases and annual reports
- Introduced and trained employees on new technologies and processes

Office of Governor Jon M. Huntsman, Jr.

Special Assistant — May 2006 - August 2008

- Planned annual multi-day conference for 200+ government officials, built relationships with event sponsors and raised \$15,000 annually
- Liaised with American Cancer Society and National Lieutenant Governor's Association on behalf of Lieutenant Governor