

# Daniela Stolfi-Tow

PO Box 106, Kailua, HI 96734

h. 808-469-6044

bosshawaii@gmail.com

---

<b>Work History</b>	<b>Contract Consultant</b> <i>Boss-Business Organization Systems and Solutions</i>	2007-current
	<ul style="list-style-type: none"><li>• Assist businesses in start-ups, restructuring or helping businesses in trouble</li><li>• Consult and implement the marketing and PR side such as marketing plans to include web marketing on a budget and utilizing free listings and advertising, establishing a solid web presence, analyzing the management of the business and make recommendations for a more efficient and profitable solution,</li><li>• Analyze technology both hardware and software and implement better systems, includes training of staff to use these systems, analyze outsourced expenses and look for ways to reduce those costs</li><li>• Analyze web networking efforts and the website and help implement programs and systems to reach the target audience</li><li>• Analyze the business branding such as logo, taglines, business cards, correspondence materials, advertising etc and make recommendations for establishing consistency, effect targeting and image interpretation</li><li>• Analyze cost versus response on advertising efforts. Help reduce cost of unnecessary advertising and prioritize where efforts would be better spent</li><li>• Implement, manage and train businesses on social media resources, programs and benefits</li><li>• Analyze and assist businesses in creating or strengthening their web presence or internet marketing efforts including websites.</li><li>• Analyze existing websites and make recommendations, design SEO campaigns, write copy and keywords that improve SEO and site ranking</li><li>• Design and manage websites, blogs, eBay and Etsy stores, craigslist promotions and ads, and other web and calendar listings</li></ul>	
	<b>Small Business Owner/Office Manager</b> <i>Island Gypsy Boutique/Island Massage Therapist</i>	2006-current
	<ul style="list-style-type: none"><li>• Manage all aspects of daily business operations</li><li>• Design and manage websites and all web marketing events and event participation</li><li>• Manage calendars for 8 practitioners</li><li>• Manage 3 companies on QuickBooks</li><li>• Design and distribute ISLAND HEALTH publication, and direct marketing campaigns online and in the community</li><li>• Manage all events and community services for Windward for Wellness</li></ul>	
	<b>Contract Office Manager/Legal Assistant/Paralegal</b> <i>Various law firms</i>	2003-2009- contract legal experience
	<ul style="list-style-type: none"><li>• Performed office manager duties such as attorney billing, AP/AR, filing , supply ordering, equipment management, website design and maintenance, coordinated and paid contractors, maintaining client files, IT support and more</li><li>• Proofing and drafting of Oil and Gas Opinions (LMTO, DDOTO, DOTO) managed and created large abstracts, created Plat addendums via county assessor sites and Baseline pro</li><li>• Managed and docketed trademark and patent renewals, both U.S. and foreign using an Access based annuity payment program</li><li>• Coordinated and executed entire annuity payment service conversion from a manual system to an electronic Access based program</li><li>• Performed data cleansing, report designs, letter design and generation both paper and electronic for both pre-pay clients and non pre-pay clients.</li><li>• Assisted the office administrator with all Human Resource functions such as time sheets, vacation requests, new hire forms, benefits, IT support and payroll</li><li>• Managed the firm website, Martindale Hubbell updates, conflicts checks, firm brochures and other various publication and marketing functions</li><li>• Provided backup for Legal Assistants and Paralegals on various duties such as, transcription, trial preparation, bates labeling and research</li><li>• Dictation and preparation of court filings, business incorporations, and client correspondence</li><li>• Responsible for attorney billing using Time Slips billing and QuickBooks</li><li>• Responsible for all phases of daily office operations including supplies, maintaining all office equipment, the website, marketing, IT and backup systems</li></ul>	
	<b>Celebrity Personal Assistant</b> <i>Audra Lynn, Actress and Playmate and other confidential employers</i>	2003-2007
	<ul style="list-style-type: none"><li>• Managed appearance, websites and fan mail</li><li>• Created MySpace page and assisted in answering fan mail</li><li>• Assistant on the set of Epic Movie and Girls Next Door</li><li>• Maintained the website, fan mail and some merchandising</li><li>• Managed properties, vehicles, personal business, staff and more</li></ul>	

**Communications and Event Coordinator**

1997-1999

*Mirage Resorts, Las Vegas, NV*

- Coordinated employee and casino events including proposals, budgets, communications materials, site coordinating, catering, advertising, marketing and production
- Design/layout and writing/editing of communications materials for 7000 employees including the employee newspaper, brochures, posters, banners, and policies and procedures manuals

**Executive Assistant to President/Celebrity PA**

1991-1997

*Fey Concert Company/Universal Concerts/House of Blues, Denver, CO*

1999-2003

- Responsible for all phases of daily business operations including contract and rider requirements, travel, maintaining schedules, ticket counts and calendars for all venues in Colorado, Las Vegas, Honolulu, and Phoenix
- Handled all personal business for Barry Fey including managing the properties, vehicles, bills, personal events, and travel on his behalf
- Worked at approximately 500 shows in over 20 venues and also went on the road as a Production Assistant for several artists like Metallica, Prince, Santana, U2 and Kiss

**Education****BA in Photojournalism – Minor in Technical Communications**

2004

*Metro State College, Denver, CO***Associates Degree in Audio/Video Production**

1991-1993

*Art Institute, Denver, CO***Special Skills**

- Notary Public
- Proficient in the following: Word/Word Perfect, Outlook, TimeSlips, QuickBooks, Quark, Excel, Access, Publisher, PowerPoint, CPI, CPA, CompuLaw Docketing programs, Adobe Flash, Dreamweaver, Final Cut Pro and Photoshop
- Published photographer and writer
- Grant Writing
- Social Media Specialist