



# DANIELLE PALLI

Board-Certified Positive Psychology & Mindfulness Coach  
Multimedia Content Creator & Presenter, Author & Book Coach

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[LinkedIn Profile](#) · [Website](#)

**My Purpose:** I am a free-spirited outlier enamored with life, and I think life is more fun when you color outside the lines. I approach life with playfulness, curiosity, and a sense of wonder. What drives me is helping people overcome life's hurdles and create a life of their design through one-on-one and group coaching, workshops and presentations and educational content. Specialty areas include: relationships & communication, mindfulness & stress reduction, career & purpose, and writing & creativity.

## SKILLS/CREDENTIALS

- Nationally Board-Certified Coach (NBC-HWC)
- MBTI Certified (Step I/Step II)
- EQi/EQ360 Certified
- Certified Relationship Coach
- HeartMath Trauma-Sensitive Certified Practitioner
- Mental Health Ally Certified
- International Association of Professional Relationship Coaches Member
- Yoga/Pilates/Reiki/Tai Chi Certified (18+ years as a teacher)
- Ordained Interfaith Minister
- Certified Mindfulness/Meditation Teacher
- DEIB Training
- Cognitive Behavior Therapy Training
- Presenter & Workshop Facilitator
- Project Manager & Trainer (Educational Content)
- Multimedia Storyteller & Educator
- Health & Wellbeing Content Writer
- Audio-Video Creator & Editor
- Two-time TaleFlick "Top Pick" in the Science Fiction Category (*The Data Collectors* Trilogy)
- #1 Amazon Bestseller in Sci-Fi/Romance (*The Data Collectors* Trilogy)
- TOP 50 Bestselling Journal for the "*I Am Enough*" (*Mini*) *Creativity Book: Activities for Building Personal Power and Seizing Opportunities*
- Ghostwriter (Fiction and Non-Fiction)

## EXPERIENCE

### AUGUST 2023-PRESENT

#### CARE COACH (CONTRACT), BETTERUP

As a BetterUp coach, I help people everywhere pursue their lives with greater clarity, purpose and passion, to build resilience and support healthier mental fitness. I do so with 1:1 member coaching.

### FEBRUARY 2023 – PRESENT

#### LIFE & WELLNESS COACH (CONTRACT), SPRING HEALTH

The Spring Health Coaching Team partners with Spring Health members in a safe, non-judgmental, and empowering space that facilitates exploration, self-discovery, and growth. I support members in developing the insights and skills necessary to create meaningful and sustainable change and thrive in the areas that matter most to them. I do so through 1:1 coaching, and through Webinars and Network workshops.

**JANUARY 2020 – PRESENT**

**TECHNICAL PRODUCER & CO-HOST, THE BRIGHT SIDE OF LONGEVITY PODCAST**

The Bright Side of Longevity is a show centered around all facets of health and wellbeing. I am the “resident life coach and spiritual guru” who helped co-create the program from idea to actualization. I currently manage all areas of production, including recording, editing, guest relations, editorial calendar, script writing, and co-hosting.

**JANUARY 2006 – PRESENT**

**POSITIVE PSYCHOLOGY & MINDFULNESS COACH / MULTIMEDIA CONTENT CREATOR**

**BIRDLAND MEDIA WORKS**

Birdland Media Works is a wellness-focused multimedia content, training, education and coaching company providing all areas of program and content development support: Writing, audio-video production, narration/voiceovers, multimedia editing, publicity, digital marketing, virtual assistance, and eLearning. I also have more than 600 hours of 1:1 coaching experience with clients, and have created and facilitated hundreds of mindfulness and meditation classes and workshops. Specialty topics include: mental health & wellbeing, relationships, women’s wellbeing, spirituality & purpose, longevity & senior lifestyles, arts & entertainment, emotional intelligence, mindfulness & stress reduction, and creativity/book coaching. (Notable contracts below...)

**MARCH 2010 – AUGUST 2022**

**POSITIVE PSYCHOLOGY HEALTH & WELLBEING COACH / MARKETING & MULTIMEDIA CONTENT SPECIALIST, MASTERPIECE**

Masterpiece is an organization dedicated to providing a pathway for cultivating growth and purposeful longevity. I supported the Operations and Sales teams by creating multimedia content, training and development, educational programming, and virtual group coaching and mindfulness instruction for residents and team members at more than 90 retirement communities throughout the US. I was also the lead writer on the digital marketing team, providing press releases, social media management, content management, email campaigns and other marketing support.

**MAY 2011-DECEMBER 2017**

**PUBLICITY & CONTENT STRATEGIST, WIT INTERNATIONAL LLC**

Provided publicity and content support including: press releases, media relations, newsletters, email campaigns, social media support, web content development, audio/visual content editing, and product photography. Successful in researching current scientific trends and company findings and clearly presenting them as easily digestible content for the general audience.

**JUNE 2006-DECEMBER 2007 (CONTRACT WRITER THROUGH 2012)**

**STAFF WRITER & SENIOR COORDINATOR, POSITIVE CHANGE MEDIA**

Features writer who excelled at finding relevant and heartfelt human interest stories, researching and interviewing health experts on holistic trends, and making a genuine connection with readers, advertisers, and sponsors. Senior Coordinator for Efest Florida, an environmental festival hosted by Positive Change Media. Continued as a features writer for related publications such as *Natural Awakenings Magazine* and *Natural Awakenings Pet* through 2012.

**JANUARY 2008-DECEMBER 2012**

**FOOD & ENTERTAINMENT WRITER /EVENTS EDITOR & REPORTER, METROMIX**

My role with Metromix was multifaceted, and included writing restaurant reviews, interviewing chefs, and going on air to report weekly events. **"Interview with a Chef" columnist and food writer:** Visited the newest, most popular, and out-of-the-way restaurants in Manatee and Sarasota counties, writing food reviews and talking with chefs and restaurateurs about the tricks of the trade. **Events writer:** Covered large-scale music venues and around-the-town community happenings. Reported weekly events as a Max 98.3 radio contributor. **Events Editor:** Researched and compiled an ongoing online resource for readers about everything happening in Tampa Bay.

#### **APRIL 2005-DECEMBER 2007**

#### **CAREER & STUDENT SERVICES COORDINATOR, FLORIDA COLLEGE OF NATURAL HEALTH**

My hybrid role at the Florida College of Natural Health included supporting career and student services, outreach, and admissions (as needed). **Career Coordinator role:** Career coaching, resume writing, job placement, career fairs/special events, media outreach, industry relations. **Teaching:** Career development classes; substitute wellness instructor. **Student Services role:** Student records, student enrollment, engagement & retention.

#### **EDUCATION**

- M. Sc., Univ. of Metaphysical Sciences; major: Metaphysics
- MPW., Chatham University; major: Professional Writing
- B.S., New York University; major: Media, Culture & Communication; minor: Theater

#### **PUBLICATIONS**

- Acting Out Yoga Series (*Harvir in the Amazon, Anna in Paris*)
- Yoga in America (Contributing Author)
- The Data Collectors Trilogy (*The Data Collectors, Breach of Contract, Between the Layers*)
- Music Mystery Series (*If I Didn't Care, Pennies From Heaven, It Had to Be You*)
- *I Am Enough Workbook for Building Personal Power*
- Hundreds of articles across nationally recognized media groups: Huffington Post, Growing Bolder, Metromix, Dignity Dialogue, Wake Up World, ICAA, Natural Awakenings, Medium, and more.

#### **JUST FOR FUN**

*What I love outside of work...*

- Exploring Nature & Hiking
- Yoga & Meditation
- Theater, Culture & Art
- Globe-Trotting
- Learning the Piano & Music
- Learning to Cook World Foods
- Dancing (like nobody's watching)