

# DONOVAN RUSSO

[donovanxrusso@gmail.com](mailto:donovanxrusso@gmail.com) · 201-496-9811 · [linkedin.com/in/donovanrusso](https://www.linkedin.com/in/donovanrusso) · [www.donovanrusso.com](http://www.donovanrusso.com)

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## WORK EXPERIENCE

### **Creative Artists Agency [CAA]**

**Assistant, TV Packaging Agent** Aug 2024 – Present, New York, NY

- Work directly with a packaging agent, focusing on premium documentaries and formats for professional sport leagues, legacy publications, critically acclaimed production companies, award winning producers, directors, talent and professional athletes with an emphasis on sports, true crime and pop culture
- Responsible for a high volume of administrative tasks, including heavy phone traffic, detailed note taking for dozens of calls and meetings per day, +200 email inquiries per day, calendar scheduling, travel, credits and bio building for clients, and monthly expense tracking reports
- Manage client project submissions, coordinate development meeting logistics, schedule generals and pitches with buyers and production companies, and organize necessary pitch follow ups for a high volume of clients
- Breakdown contract term sheets to create booking slips for complex TV and film deals, collaborating with accounting, buyers, production companies and clients to ensure commissions and packaging fees are paid in a timely manner while overseeing fiscal revenue grids for management
- Coordinate film festival, film screening, client event and signing meeting logistics, track down IP rights, as well as develop content slate grids to assist executives with go-to-market strategies
- Collaborate with departments across the agency for miscellaneous action items, including Brand Consulting, Digital Media, Film Finance, Music, News, Publishing, Sports, Talent, TV Scripted, etc., to provide a 360-degree service for agency clients

### **Publicis Groupe**

**Associate, Global Business Development** Jan 2024 – July 2024, New York, NY

- Assisted in the qualification of pitch opportunities for globally renowned brands by completing company due diligence templates and conflict mapping
- Supported in the completion of Request for Information (RFI) documents and Request for Proposal (RFP) responses across international teams
- Conducted market and competitor research using industry sources like RECMA and COMvergence in addition to aiding in pitch deck development
- Key contributor for the end-to-end management of pitch processes, including pitch folder setup and TEAMS channel management, aligning on ways of working, formulating timelines and project plans in addition to diarizing key meetings, etc.
- Assisted with the preparation of meeting collateral, pitch room experience, IT support for domestic and international pitches, production services, etc.

### **The Gersh Agency**

**Assistant, Partner** July 2021 – Jan 2024, New York, NY

- Serviced global talent across scripted and alternative content, set creative pitches, established relationships with new talent and production companies, covered scripts, created bios and credits, provided tracking coverage, submitted talent for roles and strategized outreach plans for projects
- Conducted research on entrepreneurial opportunities for clients, exploring market conditions and future growth opportunities while reviewing case studies—examples included skincare, nutritional supplements, non-alcoholic beverages and web3 applications
- Collaborated with C-Suite executives on a pan-African OTT streaming service named Streamline Content [A Gersh joint venture], liaising with international telcos, global talent partners and premium entertainment companies while formulating innovative e-commerce, chat function and content monetization ideas to enhance product offering
- Created presentations, one-sheets, website copy and organizational flow charts for Streamline Content, presenting to internal and external partners, highlighting market opportunities, challenges and competitive advantages
- Drove project management for Streamline Content, creating timelines for deliverables while overseeing calendars and meeting agendas, communicating with key stakeholders across North America, Europe, Latin America and Africa

## NOTABLE INTERNSHIPS

**The Tonight Show Starring Jimmy Fallon, NBCUniversal** Sept 2020 – Jan 2021, New York, NY

**Zero Gravity Management** Aug 2020 – May 2021, Los Angeles, CA

**ABC, The Walt Disney Company** Sept 2019 – Dec 2019, New York, NY

**Yahoo Finance, Verizon Media** Jun 2019 - Aug 2019, New York, NY

**CNBC, NBCUniversal** Aug 2018- May 2019; Jan-May 2020 Englewood Cliffs, NJ

## EDUCATION

**Seton Hall University**

Master of Business Administration; May 2021

**Montclair State University**

BA, English; May 2019

## ACHIEVEMENTS & SKILLS

- Admitted into The Gersh Agency's Agent Trainee Program in 2022
- 2021 *Robert C. Troccoli Award* recipient in MBA program for paper, *How Firms Value Innovation*
- MBA Studies: Market Decision Making, International Business, Management Theory & Innovation, Corporate Branding, Business Consulting, etc.
- Published novel *Steven's War* in 2020 and received endorsements from several LGBTQ+ outlets, including GLAAD
- Selected out of 5,000 candidates for an in-person externship in 2020 with United Talent Agency
- Microsoft Office, G-Suite, LinkedIn Sales Navigator, Trust Accounting System, Concur, Airtable, Monday.com, Final Draft and social media
- Building PowerPoints and pitch crafting, proposal writing, market research, office management, business development, content strategy, corporate communication, etc.