

# DONOVAN RUSSO

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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, professional athletes and digital media companies with an emphasis on sports, true crime and pop culture
- Manage client project submissions and marketplace outreach, scheduling generals and pitches with buyers and production companies, and organize necessary pitch follow ups for 30+ client teams
- Break down contract term sheets, generating booking slips for complex TV and film deals, collaborating with accounting teams, studios, production companies and clients to ensure commissions and packaging fees are paid in a timely manner while overseeing fiscal revenue grids for executive leadership
- Responsible for a high volume of administrative tasks, including heavy phone traffic, detailed note taking for 20+ calls and meetings per day, 200+ email inquiries per day, agent and client calendar scheduling, travel logistics, credits and bio building, and monthly expense tracking reports
- Coordinate film festival, film screening, client event and signing meeting logistics, track down IP rights, maintain client premiere tracking lists for leadership, as well as develop content slate grids to assist executives with go-to-market strategies

### **Publicis Groupe**

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

- Assisted in the qualification of pitch opportunities for globally renowned brands, 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 research using industry sources and supported executives with improving copy on pitch presentations shown to C-Suite executives
- Key contributor for the end-to-end management of pitch processes, formulating timelines and project plans in addition to diarizing key meetings, etc.
- Simultaneously worked with multiple teams on the preparation of meeting collateral, pitch room experience, IT support for pitches and production services, etc.

### **The Gersh Agency**

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

- Serviced global talent across scripted and alternative departments, set creative pitches, established relationships with new talent and podcos, covered TV and Film scripts, built bios and credit pages, submitted talent for roles and strategized outreach plans for projects
- Conducted research on business venture opportunities for clients, exploring market conditions and future growth areas—examples included skincare, nutritional supplements, non-alcoholic beverages and web3 applications
- Collaborated with C-Suite executives on Gersh's pan-African OTT streaming service named Streamline Content, liaising with international telcos, global talent partners and premium entertainment companies while formulating innovative e-commerce, chat function and content monetization strategies to enhance product offering
- Built presentations, one-sheets, website copy, content license term sheets and organizational flow charts for Streamline Content, presenting to internal and external stakeholders
- Drove project management for Streamline Content, establishing 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, Stillman School of Business**

Master of Business Administration; May 2021

**Montclair State University**

BA, English; May 2019

## BRAND STRATEGY PORTFOLIO

- [2026] *Repositioning Waymo's Domestic Brand Perception through Cultural Activations*

## ACHIEVEMENTS/ SKILLS

- 2021 Stillman School of Business *Robert C. Troccoli Award* recipient for thesis, *How Firms Value Innovation*
- Certifications: [2026, LinkedIn Learning] *Digital Marketing Foundations*, [2020, Envestnet] *Financial Management*, [2019, NASBA] *Ethical Leadership*
- Microsoft Office, G-Suite, LinkedIn Sales Navigator, Airtable, Monday.com, COMvergence, RECMA, ChatGPT, Claude, etc.
- PowerPoint presentation development, market research, marketplace pitch outreach, seven-figure revenue management, building content licensing term sheets, analyzing media term sheets and long forms across film, TV and podcast deal structures, client servicing and management, etc.
- MBA Studies: Market Decision Making, International Business, Management Theory & Innovation, Corporate Branding, Business Consulting, etc.