

# DONOVAN RUSSO

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## WORK EXPERIENCE

### **The Gersh Agency**

**Executive Assistant to Partner, Head of Business Development & Senior Strategy Officer** Jul 2021 - Present, Beverly Hills, CA

- Roll calls, set meetings, lunches, and dinners, manage executive calendar, input contracts into accounting system, file expense reports, coordinate schedules for talent, log notes, and track down respective contact info via Oasis
- Create PowerPoints that analyze new business opportunities, innovative industries, the intersections between media and technology, as well as how competing companies are adapting to evolving marketplace
- Set creative pitches with PODS and studios, produce script coverage, provide tracking coverage, conduct research on upcoming projects in development, and assist in strategizing outreach plans with managers and agents for talent

### **The Tonight Show Starring Jimmy Fallon, NBCUniversal**

**Production Assistant** March 2021 – May 2021, New York, NY

- Worked with audience operations team to enforce Covid regulations, prioritizing the health and safety of both guests and staff
- Provided input on Covid protocols, assisted in office duties, and collaborated with staff, NBC Pages and fellow PA's in testing centers, the auditorium and Peacock lounge

**Research Intern** Sept 2020 – Jan 2021, New York, NY

- Wrote and edited summaries/ Desk Notes for Producers that detailed upcoming guests and their previous appearances on late night shows
- Participated in practice segments for writers, gave feedback on new bits and took on spontaneous-urgent tasks for producers

### **Zero Gravity Management**

**Literary Development, Scouting & Administrative Intern** Aug 2020 – May 2021, Los Angeles, CA

- Maintained clientele records and schedules for managers, scouted new writers and PODS, created casting lists, and tracked upcoming pilots for staffing
- Provided research on industry trends, script coverage and detailed notes for managers, existing clientele, and producers

### **ABC, The Walt Disney Company**

**Intern for the Investigative Unit** Sept 2019 - Dec 2019, New York, NY

- Analyzed stories that should be pursued from the Investigative Unit's tip line and gave input on content in post-production
- Production/ Administrative assistant: Providing B-Roll, transcriptions for new segments and oversaw schedule for on-air talent

### **Yahoo Finance, Verizon Media**

**Financial Journalism Intern** Jun 2019 - Aug 2019, New York, NY

- Generated over 6.88 million-page views on 45 published articles; *Walmart's biggest reason for store closures* piece is highest read story of all time for Yahoo Finance with over 2.5 million-page views
- Production assistant for *Influencers with Andy Serwer*, helping with research, video editing, lighting and with the needs of headlining guests

### **CNBC, NBCUniversal**

**General News Intern** Jan 2020 - May 2020, Englewood Cliffs, NJ

- Interviewed Peter Jackson's company, Weta Digital, for an exclusive piece that explored the utilization of virtual production to keep the film industry afloat during the pandemic, as well as covered the impact that Covid had on mass media

**Assignment Desk & Strategic Content Intern** Aug 2018- May 2019, Englewood Cliffs, NJ

- Accumulated over 3.2 million views on a total of 32 publications: Reported on comic book-blockbuster strategies and collaborated with digital influencers from YouTube, Instagram, and Twitter
- Operated as a PA on the floor of the New York Stock Exchange for several CNBC shows: Running scripts, loading printers, and attaining to the needs of talent

## EDUCATION

### **Seton Hall University**

Master of Business Administration; May 2021

### **Montclair State University**

BA, English; May 2019

## AWARDS/ EXTERNSHIPS/ EXTRACURRICULARS/ SKILLS

- 2021 Stillman School of Business *Robert C. Troccoli Award* recipient for paper, *How Firms Value Innovation*
- 2020 United Talent Agency Externship: Selected out of 5,000 candidates for a discussion on the innovations and challenges within entertainment
- Published novel *Steven's War* in 2020 with New Degree Press and established a promotional partnership with GLAAD, working directly with the Chief Communication Officer to develop a national press campaign
- Office: Microsoft Office, Trust Accounting, Oasis, Concur, Citrix Workspace, Avaya, G Suite, Stratus, Toolbelt, Airtable, Quip, Carbon and Social Media