

# DONOVAN RUSSO

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## WORK EXPERIENCE

### **The Gersh Agency**

**Agent Trainee/ 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, and redline contracts, file expense reports, organize schedules for talent, log notes, payment tracking, and identify needed contacts, as well as act as coordinator for business development team
- Establish relationships with digital talent, private equity businesses, NFT organizations, management firms and PODS for the office
- Create PowerPoints that analyze new business opportunities, the intersections between media and technology, as well as how competing companies are adapting to an evolving marketplace
- Set creative pitches with PODS and studios, produce script coverage, create bios, assist in developing projects, provide tracking coverage, conduct research on upcoming shows in development, submit talent for roles and aid in strategizing outreach plans with managers and agents for talent

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

**Production Assistant (TEMP)** 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 feedback on Covid protocols, assisted with office duties, and collaborated with staff, NBC Pages and fellow PAs in testing centers, the auditorium and Peacock lounge before and after shows

**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 submissions and scripts, wrote and edited bios, oversaw schedules for managers, scouted new writers and PODS, created casting lists, and tracked upcoming pilots for staffing
- Assisted in the creation of the animation department, provided research on industry trends, script coverage and detailed notes for managers, clients, and producers

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

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

- Identified stories that were innovative yet on brand for the division, provided input on content in post-production and went undercover for stories
- Production/ Administrative assistant: Provided 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 +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 + 2.5 million-page views
- Production assistant for *Influencers with Andy Serwer*: Assisted with research, video editing, production 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 +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 on-air talent

## EDUCATION

### **Seton Hall University**

Master of Business Administration; May 2021

### **Montclair State University**

BA, English; May 2019

## AWARDS/ EXTERNSHIPS / 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 Mass Media
- Microsoft Office, TRUST, Oasis, Concur, Citrix Workspace, Avaya, G Suite, Rocket Reach, Signal Hire, Airtable, Final Draft and Social Media