

DONOVAN RUSSO

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WORK EXPERIENCE

General News Intern, CNBC, NBCUniversal

Jan 2020 - May 2020, Englewood Cliffs, NJ

- Copywriter for partnership pieces that resonated with the CNBC brand
- Reported on entertainment, gaming, leadership, and entrepreneurship
- Covered the impacts that COVID-19 had on mass media, such as the theater-distribution model and the future of professional sports

Intern for the Investigative Unit, ABC, The Walt Disney Company

Sept 2019 - Dec 2019, New York, NY

- Content development consultant: analyzing what stories should be pursued from the investigative unit's tip line
- Production assistant: providing B-Roll and script coverage for on-air segments
- Conducted interviews and undercover operations for developing projects

Financial Journalism Intern, Yahoo Finance, Verizon Media

Jun 2019 - Aug 2019, New York, NY

- Reported on markets and entertainment, generating over 6.88 million-page views total on 45 published articles
- *Walmart's biggest reason for store closures* piece is highest read story of all time for Yahoo Finance: over 2.5 million-page views
- Production assistant for *Influencers with Andy Serwer*

Strategic Content Intern, CNBC, NBCUniversal

Jan 2019 - May 2019, Englewood Cliffs, NJ

- Reported on comic book-blockbuster strategies, renewable energy, and LGBT equality for CNBC.com
- Generated over 3.2 million views on a total of 32 publications

Assignment Desk Intern, CNBC, NBCUniversal

Aug 2018 - Dec 2018, Englewood Cliffs, NJ

- Aided in the development of TV news update-scripts that were distributed to affiliates around the country
- Operated as a production assistant on the floor of the New York Stock Exchange for several CNBC shows

Promotions Intern, WDHA/ WMTR Radio, Beasley Media Group

May 2018 - Aug 2018, Cedar Knolls, NJ

- Designed logos and slogans for station hosted events
- Executed air checks to ensure advertising requirements were performed

Marketing Intern, Ball Player's Edge

May 2017 - Aug 2017, Cedar Knolls, NJ

- Consulted in the development and launch of a new fitness program—directed advertisement
 - Managed and redesigned website and all social media accounts
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EDUCATION

- Seton Hall University: MBA candidate, concentration in Management; graduating in May 2021
- Montclair State University: BA, English, May 2019

SKILLS

- Office: Microsoft Office, G Suite, Stratus, Dalet Galaxy, Toolbelt, and Social Media
- Creative: Final Draft, Slugline, Adobe Photoshop, Final Cut Pro, and Adobe Premiere

AWARDS / CERTIFICATES/ SEMINARS

- *Dean's Scholarship from the Stillman School of Business* recipient
- *Ethical Leadership Certificate Program* recipient from the NASBA Center for the Public Trust
- United Talent Agency Externship, 2020: an exclusive event that discussed the globalization of the music industry, the emergence of digital talent, and the challenges of the motion picture industry
- *Book Creators Program*, Spring 2020, ran by Georgetown professor, expecting to publish novel December 2020