

DONOVAN RUSSO

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WORK EXPERIENCE & NOTABLE INTERNSHIPS

The Gersh Agency

Associate, Business Development Group & Streamline Content, Apr 2022 - Present, New York, NY

- Conduct research on entrepreneurial opportunities for celebrity clients, exploring market conditions and future growth opportunities while reviewing case studies—examples include skincare, nutritional supplements, spirits, non-alcoholic beverages and web3 applications
- Collaborate with C-Suite executives on pan-African OTT streaming service called Streamline Content, 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
- Create 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
- Drive project management, creating timelines for deliverables while managing calendars and meeting agendas; ensure team members are constantly engaged and informed on project activities—colleagues are located across North America, The United Kingdom, Latin America and Africa

Agent Trainee & Executive Assistant to Partner, Jul 2021 - Present, New York, NY

- Service global talent across scripted and alternative content, set creative pitches, establish relationships with new talent and production companies, read and cover scripts, create bios and resumes, provide tracking coverage, submit talent for roles and strategize outreach plans for projects
- Work closely with packaging agent, bringing in new projects and clients to take to market while providing support and input on intellectual property and talent that the agent is pitching
- Roll calls, set meetings, lunches, and dinners, manage executive calendars, redline contracts, file expense reports, organize schedules for talent, take notes, track payments, submit booking slips and identify needed contacts

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 and collaborated with staff throughout the building to ensure operations were running efficiently during production; ensured tickets were always ready to be distributed to guests, groups were checked in correctly and that other spontaneous tasks were completed

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

- Wrote and edited summaries and desk notes for producers that detailed upcoming guests and their previous appearances on late night shows; provided feedback on segments for writers, searched for unique talent on social media, took notes for staff meetings as well as completed a variety of additional tasks for writers, producers, and The Roots band

Zero Gravity Management

Literary Development Intern Aug 2020 – May 2021, Los Angeles, CA

- Maintained submissions, covered scripts, created bios and resumes, oversaw schedules for managers and clients, scouted new writers and PODS, created casting lists and tracked upcoming pilots for staffing
- Provided research on media business trends; assisted in the creation of the animation department, tracking down writers, directors, producers, and illustrators for managers to represent

Yahoo Finance, Verizon Media

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

- Generated +6.88 million-page views on 45 published articles, mostly reporting on tech and media; Walmart's biggest reason for store closures piece was the highest read story of all time for Yahoo Finance with +2.5 million-page views; production assistant for *Influencers with Andy Serwer*, compiling research, editing videos, and attending to the needs of on-air talent

CNBC, NBCUniversal

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

- Accumulated +3.2 million views on a total of 32 publications, reporting on theatrical distribution and premium franchise IP strategy, as well as collaborated with digital influencers for features and commentary on respective articles
- Operated as a PA on the floor of the New York Stock Exchange for several CNBC shows, running scripts and loading printers; a general assistant for producers, writers, on-air talent, and guests

EDUCATION

Seton Hall University

Master of Business Administration; May 2021

Montclair State University

BA, English; May 2019

ACHIEVEMENTS/ EXTERNSHIPS / SKILLS

- Selected to be a member of the 2022 Gersh Agent Trainee program
- 2021 *Robert C. Troccoli Award* recipient for paper, *How Firms Value Innovation*
- Published 2020 novel *Steven's War* and was promoted by GLAAD
- 2020 United Talent Agency in-person Externship (Selected out of 5,000 candidates)
- MBA Studies: Market Decision Making, International Business, Management Theory & Innovation, Corporate Branding, Business Consulting, etc.
- Microsoft Office, Microsoft Power BI, G-Suite, Trust Accounting System, Oasis, Concur, Airtable, Final Draft and social media