

DONNA BAKER

WRITER/PRODUCER

PROFESSIONAL EXPERIENCE

SENIOR WRITER/PRODUCER

Discovery - Food Network, Brand Creative

2014 to 2020

- Lead promo writer/producer for Food Network's most popular shows, including *Guy's Grocery Games*; *Diners, Drive-Ins and Dives*; *Chopped*; *Worst Cooks in America*; *Restaurant Impossible*
- Provided concepts, copy, and final delivery for the successful social media campaigns *Holiday Gingerbread Showdown*; *Buddy Vs. Duff*; *Halloween Baking Championship*; *Iron Chef Gauntlet*; *Holiday Baking Championship*
- Drove coordination on large scale campaigns with production partners, which included providing clear and concise notes, leading feedback calls, and ensuring deadlines
- Directed on-air talent for promo liners, interviews, and upfronts
- Project management and collaboration with Branded Entertainment on concepting, scriptwriting, and casting for integrated projects (*Chopped* for DirectTV; *Restaurant Express* for Optimum; *Food Network Star* for Volkswagen)
- Served as go-to producer for numerous last minute projects with quick turnarounds, such as corporate meeting sizzle reels, late-scheduled marathons, and spots resulting from sponsor acquisition
- Led brainstorming for new promo concepts (*Chopped*; *Guy's Grocery Games*; *Worst Cooks in America*; and more), new show titles for programming, and cross-network special events
- Mentored junior staff on scriptwriting, project strategizing, and time management

WRITER/PRODUCER

Food Network and Cooking Channel, Brand Creative

2007 to 2014

- Lead producer on priority promos for *Food Network Star*; *Cutthroat Kitchen*; *Next Iron Chef*; *The Great Food Truck Race* (shoot and clip-based)
- Ran a supplemental promo shoot with eight contestants for added content on *Food Network Star* (also provided concept and talent direction)

ASSOCIATE WRITER/PRODUCER

Food Network and Cooking Channel, Brand Creative

2004 to 2007

- Wrote and produced episodics and promos for theme weeks and stunts such as "Grilling Week" and "Holiday Primetime"
- Produced a "Man on the Street" shoot in anticipation of a new season of *Iron Chef America*

PROFILE

I am a passionate creative with a talent for telling compelling stories. As a perceptive, organized, and reliable producer, I thrive in a fast-paced environment within an ever-changing industry.

EDUCATION

MONMOUTH UNIVERSITY

Bachelor of Arts in Communication

- Concentration in Journalism and Public Relations
- Executive Board Member of Student-Run Television Station *Hawk TV*
- Managing Editor of Student-Run Newspaper *The Outlook*
- Member of National Honor Society
- Graduated Cum Laude

CONTACT DETAILS

donnabakerproducer.com

(201) 741-1967

donna@donnabakerproducer.com