

DONNA BAKER

CREATIVE DIRECTOR

PROFESSIONAL EXPERIENCE

CREATIVE DIRECTOR

Studio City
2021 to 2022

- Provided promotional creative direction for Season 2 of the Top-Ten syndicated daytime program, *The Drew Barrymore Show*
- Wrote, produced, and supervised edits for 165 daily, original episodic packages (:30/:20/:15/:10/:05)
- Implemented fresh promotional concepts via brainstorm and collaboration with editors and graphic designers, resulting in a .1 ratings growth
- Managed a four-person team consisting of a Supervising Producer, two Production Coordinators, and an Associate Producer by developing work plans and ensuring accountability through leading daily meetings
- Generated prompt revisions by activating backup plans when last minute creative changes occurred due to featured segment replacement or executive redirection
- Established and maintained effective communication with show producers to create bold, exciting, and unexpected promotion for celebrity, lifestyle, and human-interest segments
- Directed talent for promo lines and :15 *CBS Mornings* preshow “look live” reads, three days per week
- Liaison among Studio City, CBS Media Ventures Marketing Vice President, Show Executive Producer, and CBS Legal Department for final approval on all spots, providing quick turnarounds in an extremely fast-paced work environment

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*, and *Chopped*
- Provided innovative concepts, original copy, and final delivery for successful social media campaigns (*Holiday Gingerbread Showdown*, *Buddy Vs. Duff*, *Iron Chef Gauntlet*)
- 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 lines, interviews, and upfronts
- Project management and collaboration with Branded Entertainment on conceiving, scriptwriting, and casting for integrated projects
- Go-to producer for last-minute projects such as corporate sizzle reels, late-scheduled marathons, and sponsored spots
- Led brainstorms for new promo concepts (*Chopped*, *Guy's Grocery Games*, *Worst Cooks in America*), new show titles for programming, and cross-network special events
- Mentored junior staff on scriptwriting, project strategizing, and time management

PROFILE

I am a passionate creative with a talent for telling compelling stories. As a perceptive, organized, and reliable creative director and writer/producer, I thrive in this wonderful, chaotic, and ever-changing industry.

SKILLS

- Microsoft Office
- GSuite
- Adobe Premiere Rush
- Adobe Premiere Pro

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

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