

# JOANNA DELLE DONNA

75 Chaucer Drive, Berkeley Heights, NJ 07922 • 732.319.9364 • joannadelledonna@gmail.com

## EXPERIENCE

### **EMERGE PARTNERS | 4/2007 - 5/2010**

#### ***Associate Creative Director | 8/2007 - 5/2010***

- Manage a team of in-house and freelance copywriters to ensure on-brand communications
- Lead conceptual development and brainstorm with creative teams
- Develop and execute digital marketing concepts that achieve client objectives
- Effectively translate big ideas into proposals and presentations to win new business
- Provide constructive design and copy feedback to ensure quality of work
- Work with other departments to meet timelines, allocate resources and maintain budgets

#### ***Senior Copywriter | 4/2007 - 8/2007***

- Develop and execute concepts and content for brand campaigns, customer acquisition and retention programs, relationship marketing, evangelist programs and email marketing initiatives

Clients: American Express, Cisco, Conde Net, Giorgio Armani, Honeywell, Mancini Duffy, Nautica, T-Mobile

### **THE NEW YORK TIMES | 4/2006 - 4/2007**

#### ***Advertorial Manager, Corporate Marketing Department***

- Developed and executed innovative advertorial ideas and marketing programs for the newspaper and magazines
- Wrote creative copy for advertorials, marketing collateral and comps that communicated the advertisers' brand message
- Communicated concepts to sales staff and clients via compelling proposals and presentations
- Managed expectations among sales staff, clients and ad agencies while working hand-in-hand with in-house designers to develop successful sections and concepts

Clients: Broadway, Buick, Bushmills, Johnnie Walker, Philips, State Farm Insurance, State of North Carolina

### **ANGEL CITY DESIGNS | 7/2005 - 4/2006**

#### ***Marketing Director / Account Executive***

- Started up the New York office of a successful LA-based events company
- Developed and executed marketing and press materials in support of New York office opening
- Enhanced relationships with existing New York client roster
- Identified and secured new business opportunities in the New York market

Clients: Diageo, FOX, The Oxygen Network, Masterfoods, Men's Health

### **WENNER MEDIA (US WEEKLY, ROLLING STONE, MEN'S JOURNAL) | 7/2003 - 7/2005**

#### ***Advertorial Director, Corporate Marketing Department | 7/2004 - 7/2005***

- Managed team responsible for all custom content published in Us Weekly, Rolling Stone and Men's Journal
- Attended client meetings to brainstorm concepts and present opportunities
- Managed on-location photo shoots for existing clients
- Contacted celebrities, agents, publicists and experts to secure participation in advertorials

#### ***Advertorial Manager, Corporate Marketing Department | 7/2003 - 7/2004***

- Developed and executed marketing programs and advertorials that seamlessly integrated advertiser's brands with edit environment
- Generated ideas and wrote proposals/sell sheets that detailed creative concepts to prospective advertisers
- Worked with ad agencies, clients and designers throughout creative development and approval process

Clients: ABC, Canon, GoreTex, Johnnie Walker, Matrix, Nivea for Men, Redken for Men, Sunglass Hut, Xbox

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## EXPERIENCE (CONTINUED)

### MADISON SQUARE GARDEN | 7/1999-6/2003

#### *Copywriter*

- Developed and executed all print, TV, radio, direct-mail and in-arena communications for the Madison Square Garden in-house advertising & design group
- Managed on-location television shoots including casting and directing
- Identified promotional and sponsorship opportunities
- Presented concepts to high profile executives, athletes and celebrities

Clients: Clients: NY Knicks, NY Rangers, NY Liberty, MSG Networks, MSG Sports Properties and Radio City Entertainment

## EDUCATION

### RUTGERS UNIVERSITY | NEW BRUNSWICK, NJ

#### *B.A. Double Major: Journalism & Mass Media / Italian May 1998*

- Graduated with Honors, PHI BETA KAPPA

## AWARDS

#### *MIN Integrated Award – Honorable Mention*

- Us Weekly & Matrix: "Award Winning Looks"