

Donya Robinson

Marketing And Communications Professional

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WORK EXPERIENCE

Multicultural Marketing Fellow

Optum / Minneapolis, MN / October 2022-current

At Optum I am currently working in a role where I utilize research and strategy to produce multicultural marketing campaigns, initiatives, and activations that will shed light onto the health issues and disparities against BIPOC, and how Optum can help with the issues in these communities.

Copywriting Fellow

Wunderman Thompson / Chicago, IL / June-October 2022

At Wunderman Thompson I worked closely with senior copywriters and creative directors to learn the daily process of producing content and tasks for clients. I learned how they are responsible for generating and developing concepts and ideas that meet and exceed the requirements of clients. I was mentored and went through WT University projects to increase my skills as a copywriter and creative. I was also able to create my own spec work campaign projects for brands from start to finish that included concepts, ideations, copy, design, and activations. Overall throughout the entire fellowship I was able to demonstrate creativity through efficiently conceptualizing, planning, producing, refining, and leading a diverse range of creative ideas and concepts.

BrandLab Fellow

The BrandLab/ Minneapolis, MN / June 2022-current

The BrandLab exists to address the racial and socioeconomic gaps in the creative workforce. I was chosen to be one of 16 participants amongst many applicants to engage in an 8 month long immersive fellowship that has allowed me to rotate between world-class agencies and corporate partners to gain experience in the advertising and marketing industry. Through this fellowship I have gained real-world experience while working on live projects such as radio scripts, headlines, email marketing campaigns, strategy, brand activations, and advertising campaigns for clients. Through this fellowship I have had access to 360 degrees of support from both agency and client-side relations, and created long-lasting relationships to help further and cultivate my skills throughout my career.

Publicity Intern

Butin PR / Charlotte, NC / 2021-2022

During my time at Butin PR I reported to publicity and marketing executives, and completed tasks to keep up with client accounts. I Worked across 25 clients in the food & beverage, travel and tourism, lifestyle, and technology industries.

- Wrote and drafted press releases and pitch letters.
- Assisted in media campaigns, and marketing proposals for clients.
- Assisted in the ideation and brainstorming for influencer campaigns.
- Created meaningful and impactful comprehensive public relations strategies and plans utilizing tools such as Cision, Haro, Muck Rack, Microsoft office resources, and research.
- Followed industry and client category trends and regularly shared insights, thoughts and key findings as it relates to competitors.
- Created quality catered media and contact list to serve as references for pitching.

Experience Team Member

The Scion Group/ Milwaukee, WI / 2021-2022

Assisted the apartment general manager with planning, promoting, and executing customer experience initiatives, engagement initiatives, and additional marketing opportunities for residential growth and to execute sales and engagement initiatives within our apartment units.

- During my time at The Scion Group I was able to finalize 25 leases being signed, which is 15% of the total apartment leases through email marketing, prioritizing interactions and communication with customers, sales strategies, and apartment tours.
- Executed social media, events, and email marketing campaigns to gain leads that converted to residents and foster community. During my 10 months at the company our Instagram following grew from 590 to 1,183 a 200% increase.
- Provided feedback on sales barriers, competition, and customer objections to the management team to keep our sales tactics and strategies up to date.

Marketing And Public Relations Intern

World Outreach & Bible Training Center Inc. / Milwaukee, WI / 2020-2021

Assisted in helping build and maintain a positive relationship between the organization and its community members in the midst of a pandemic.

- Advertised local community events in targeted areas digitally and physically based on data, and demographics.
- Assisted in Covid-19 content creation, and media campaigns to protect the safety of the surrounding community of the organization.
- Assisted in organizing Covid-19 testing, and charity events to assist the most affected communities and demographics in Milwaukee.
- Assisted in the World Outreach Church and Melva Henderson Ministries website design (Wordpress).
- Generated social media content and written communication for the World Outreach website.

Digital Content And Media Intern

Marquette University / Milwaukee, WI / 2019-2020

- Created digital content for Marquette University's website, and social media platforms.
- Assisted in successfully increasing student, and alumni engagement within the Marquette university digital media platforms.
- Created and suggested written, visual, and media content including blogs, video and podcasts.
- Worked with management tools such as Sprout Social and Bit.ly system to identify trending or popular content.
- Contributed written stories weekly for additional outlets that could include Medium, Marquette Magazine, research publications and college publications as needed.

Media Production Assistant

Marquette University / Milwaukee, WI / 2019-2020

As a media production assistant I produced media for all outlets on Marquette University's campus.

- Filmed, designed, edited, and outsourced content to different departments on the Marquette university campus for educational, informational, and entertainment usage using Adobe creative suite programs, and Camtasia studio.

Retail & Sales Associate

Marquette University Athletics / Milwaukee, WI / 2017-2019

Helped promote Marquette university athletics season ticket sales through email, call, and social media communications.

- Greeted guests, fans, and customers during games and provided customer service to fans.
- Assisted with front desk ticket sales
- Helped customers purchase and re-seat season tickets
- Drafted marketing & promotions media for game marketing
- Proofread and edit game day marketing media material

Entertainment Publicist & Account Manager

@S.M.I.L.E.HQ/ Los Angeles, CA / 2019

Worked as a publicist and account manager for S.M.I.L.E.HQ an entertainment and media based management company.

- Created media kits, and created content for artist publicity to increase the brand awareness of the two clients I worked closely with.
- Produced pitches for artist performances, executed creative marketing strategies for clients, and collectively brainstormed event ideas for the company.
- As an account manager and publicist I worked closely with artist DJ Parisa Kanno, and Grammy award winning artist Ye Ali.

Digital Media/Public Relations Intern

The Brittprint Agency/ New York, NY / 2019

Worked directly with The Brittprint's award-winning CEO Savannah Britt to execute tasks needed to sustain client and media relations.

- Drafted artist bio's, and executed media press releases.
- Contributed content to the company media blog website Fish N Gritz.
- Created content for the company's instagram page.

Social Media Marketing Intern

Lead2change/ Milwaukee, WI / 2016-2017

I worked in making the organization lead2change known throughout the community through various marketing, social media, and public relations strategies.

- Contributed content for the social media pages of the organization.
- Took photos and videos at events, and engaged in public speaking to share with many great Milwaukee leaders (such as the president of Marquette University, Milwaukee Bucks, etc.) what lead2change is and how the organization benefits the greater Milwaukee area.
- Wrote and produced content for a magazine that was produced by lead2change titled *411 in the 414*. I visited companies, researched, and used creative thinking and journalism skills to create content for this magazine.

EDUCATION

Bachelor of Arts in Marketing and Public Relations

Minor: Advertising

Marquette University / Milwaukee / 2017-2023

Associates in Interior Design

Milwaukee Area Technical College / Milwaukee / 2020-2022

SKILLS

- Storytelling
- Copywriting
- Social Media Marketing
- Campaign Management
- Strong Written And Verbal Communication
- Strategic Thinking
- Content Creation
- Pitching
- Creative Direction

