

# Donna Baker

## CREATIVE DIRECTOR

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### PROFESSIONAL EXPERIENCE

#### CREATIVE DIRECTOR

2022 to 2024

##### CBS Media Ventures

- Daytime Emmy Award Winner, Outstanding Promotional Announcement: *The Drew Barrymore Show* - "Drew's Got the Beat"
- Provided promotional creative direction on generic and daily episodic spots for Seasons 3 and 4 of the Top-Ten syndicated daytime program, *The Drew Barrymore Show*
- Implemented fresh promotional concepts via brainstorm and collaboration with editors and graphic designers, resulting in the highest rated week in show history (week of January 8, 2024)
- Managed a nine-person team consisting of a Supervising Producer, Production Coordinator, Junior Producer, three Producer/Editors, and three Graphic Designers by developing work plans and ensuring accountability through leading daily meetings
- Maintained effective communication with show producers to create bold, exciting, and unexpected promotion for celebrity, lifestyle, and human-interest segments
- Generated prompt revisions by activating backup plans when last minute changes occurred due to featured segment replacement, providing quick turnarounds
- Ensured quality final delivery on a daily basis by checking accuracy on all spots ready for air

#### CREATIVE DIRECTOR

2021 to 2022

##### Studio City PXL

- Provided promotional creative direction for Season 2 of *The Drew Barrymore Show*
- Wrote, produced, and supervised edits for 165 full, daily, original episodic packages
- Managed a four-person team consisting of a Supervising Producer, two Production Coordinators, and an Associate Producer
- Directed talent for promo lines and :15 pre-show "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

#### SENIOR WRITER/PRODUCER

2014 to 2020

##### Discovery - Food Network, Brand Creative

- Lead promo writer/producer for Food Network's most popular shows, including *Guy's Grocery Games*, *Diners*, *Drive-Ins and Dives*, and *Chopped*
- Directed on-air talent for promo lines, interviews, and upfronts
- 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 notes, leading feedback calls, and ensuring deadlines
- Project management and collaboration with Branded Entertainment on concepting, scriptwriting, and casting for integrated projects

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### EDUCATION

#### Monmouth University

Bachelor of Arts in Communication

- Concentration in Journalism and Public Relations

### CONTACT INFORMATION

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