

Imani DeBose

Carson, CA - imanidebose@gmail.com

EDUCATION

Mercy University, Dobbs Ferry, NY

Magna Cum Laude

Bachelor of Science, Major: **Media Communications**

September 2016 - May 2020

EXPERIENCE

Saatchi & Saatchi, El Segundo, CA

July 2022 - Present

Junior Digital Producer / Junior Copywriter

- Producing digital ad campaigns for Toyota in the forms of dynamic, static, and animated banners.
- Producing web pages on the Toyota.com team. Spearheading the Trucks Brand Family page launch and Corolla Nightshade vehicle page.
- Leading campaign kick-off meetings, conducting quality assurance for all digital deliverables, offering creative solutions to vendors to maintain the integrity of the creative.
- Delivering all campaign deliverables on budget and on time.
- Writing headlines for Toyota's Parts & Service campaigns and scripts for non-linear video campaigns.

Studio Blitz, Culver City, CA

August 2021- July 2022

Marketing Coordinator

- Wrote proposals and created pitch decks for brands like Nike, L'Oréal and Google.
- Crafted copy to be published in digital magazine submissions, brochures, and architecture & design publications.
- Created content for all the firm's social media platforms.
- Produced photography plans and coordinated photo shoots for finished projects.
- Updated the company website with new projects, press, and announcements using Squarespace.
- Reaching out to magazines and online publications to circulate articles and generate buzz around projects from Blitz.

Haley Beauty Holdings, Hancock Park, CA

Marketing Manager / Business Operations Manager

September 2020 - September 2021

- Secured ABC7 news coverage for the brand's grand relaunch. Pitched brand activation events to journalists and local news networks.
- Shot creative content and brainstormed marketing strategies with CEOs and brand ambassadors.
- Maintained strategic marketing partnerships with 10+ social media influencers with 1k-100k followers. Managed the design and distribution of beauty boxes, tracked branded posts, granted brand ambassador rewards, etc.
- Daily management of multiple time-sensitive and ongoing projects including; spearheading the influencer marketing program, managing brand activation events, company expense reports, interviewing new hires, writing press releases, writing copy for print ads, digital ads and company operations documents, etc.

Exhilarate Experiential, Studio City, CA*Production Coordinator*

October 2020 - August 2021

- Coordinated luxury experiences for high profile clients.
- Oversaw the production crew and offered advisement during the installation process.
- Assisted with set design, prop creation, and photography.
- Maintained discretion while interacting with celebrity guests during events.

Ford Productions, Playa Vista, CA*Media Relations Assistant / Associate Producer*

July 2020 - February 2021

- Wrote and edited scripts for and high profile talent.
- Served as a producer for virtual and in-person shoot sessions; stage management, show running, technical directing, cue cards, etc.
- Created public relations plans and marketing strategies to raise brand awareness for signed clients.
- Designed on-brand social media graphics maintaining each client's aesthetic.

The American Autism Association, Manhattan, NY*Social Media Marketing Intern*

January 2020 - May 2020

- Increased social media following and engagement by 40%.
- Wrote daily blog posts and uploaded them to AAA community website.
- Developed innovative social media campaigns on Twitter, Instagram, and Facebook to be viewed by approximately 75k + followers.
- Designed on-brand social media copy and graphics for digital marketing purposes.

The New Victory Theater, Manhattan, NY*Public Relations Apprentice*

January 2019 - May 2019

- Devised marketing strategies to raise awareness for upcoming shows.
- Copyedited press material to be published on the company website and season brochures.
- Served as project manager for end-of-year apprentice presentation; created deadlines and delegated tasks to keep collaborative efforts organized.
- Conducted and recorded interviews at opening night events to gather footage for advertisements.
- Edited video and created a deck for the final apprentice presentation.

Wilshire Financial Network/ Crossroads CAC, Beverly Hills, CA*Writing and Communications Intern*

April 2018 - August 2018

- Wrote letters to U.S. Trustees emphasizing the importance of property donation and philanthropy.
- Wrote content for the company website.
- Designed flyers, brochures, and postcards for advertising purposes.

Skills: Content Strategy, Copywriting, Digital Marketing, Photoshop, Adobe Illustrator, InDesign, Event Production, Spoken Word Poetry, Public Speaking, Project Management, SEO, Social Media Content Creation, Web Analytics, Conversational Spanish, iMovie, WordPress, Squarespace, Wix, Interpersonal Communication, Organization