



# DEANNE BIVINS

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## PROFESSIONAL PROFILE:

Creative Marketing Manager/Promotions Manager/Social Media Specialist with over 15 years of skills in a variety of multi-media realms. A proven record of driving brand awareness, community support and revenue gains through intelligent use of building memorable campaigns, strong team development, 100% of complete satisfaction and exceptional execution.

## EXPERIENCE:

### DB Creative

10/10-Present

#### Marketing and Creative Services Consultant

- Marketing and Website Copywriter for Local & Large Business Brands
- Consultant in Internet Marketing/Directory Claims/Social Media
- Social Media Management
- Syndication Promotion Support
- News Research and Promotion
- Consultant: Promotion Scripts, Event Planning and Production
- Broadcast News and Creative Services Management Support
- Budget Support for Marketing and Promotional Campaigns
- Script Writing and Research

### VP of Creative Services

11/05-10-09

#### FOX 6 WBRC, Birmingham, Alabama

- Supported 47 ½ hours of news for the #1 FOX Affiliate in the country
- Built new creative department of 4 producers and 5 graphic artists
- Manage staff duties on a daily basis while using team building skills to increase productivity
- Create and Manage Year long expense and capital budget reporting to Corporate
- Write/Produce/Direct/Edit Image and Community Promos that garner buzz around the country
- Build Unique Promotions around American Idol, House and 24 to maximize ratings and revenue
- Create Promotion and Concept for new website launches: MyFoxAL.com, MyMusicBirmingham.com, MyFinebaum.com
- Helped manage a station group sale and contributed to new owners, Local TV LLC and Raycom Media with ideas for an increase in revenue and promotion strategies
- Special Events Coordinator working with The Salvation Army, Habitat for Humanity, Susan G. Komen for the Cure, Sidewalk Film Festival, City Stages and many other non-profit organizations to maximize exposure for all station sponsorships
- Create, Produce and Organize Customized promos for other stations in the group

### On-Air Promotions Manager

12/03-11/05

#### CBS 11 KTVT-TV, Dallas/Fort Worth, Texas

- Manage Team of 5 producers to maximize creativity and effectiveness
- Create and Produce Special Project Promos and POP's
- Input and Supervise On-Air Promotion Logs for maximum exposure
- Supervise and Execute Station Events within the Community
- Plan On-Air Strategies for Sweeps Periods

### Senior Writer-Producer

09/01-12/03

#### CBS 11 KTVT-TV, Dallas/Fort Worth, Texas

- Liaison between Promotions and News Department
- Look-Live On-Air Sales Presentations
- Coordinate and Supervise Open-Call auditions for CBS reality shows
- Oversee On-Air Supers and Crawls for syndicated shows and specials
- Create and Execute all radio and cable traffic

### Promotion Writer-Producer

09/98-09/01

#### CBS 11 KTVT-TV, Dallas/Fort Worth, Texas

- Produce and Write Daily News Topicals
- Create and Produce Special Project Promos and POP's
- Identify Target Audience and Key Demos on a Daily Basis

**Topical Promotion Producer**

10/97-09/98

**Channel 5 KSTP-TV**, Saint Paul/Minneapolis, Minnesota

- Produce and Write News Topicals targeting specific demos
- Organize and Write scripts for talent shoots
- Work with news on finding the most promotable stories for the target audience
- Direct two photographers and editors for each night's assignments

**Promotion Producer**

01/97-10/97

**13 WMAZ-TV**, Macon, Georgia

- Produce, Write, and Edit all daily news and image spots

**ONLINE PROJECTS:****Bert King (Attorney at Law)**

**Project Goal:** Design and create new SEO Website for updated branding position and new Mediation Consulting Company. Design and claim all Social Media Channels to create a cohesive online presence.

**Results:** Continued increase in business and inquiries through the website and Social Media Channels.

**Women's Health Spa**

**Project Goal:** Oversee the writing and design for a new company's website and all social media channels. Write and edit bi-weekly newsletters.

**Results:** Brought in clientele to a new local business through the use of online promotions, blogs, event planning using SEO & SEM.

**Local NBC Affiliate**

**Project Goal:** Write and produce On-Air Winter Olympic Promotion incorporating a new News branding position.

**Results:** Successful campaign that gained audience awareness and a new updated fresh look and feel.

**Oconee Concrete Company**

**Project Goal:** Create and build new SEO Website, increase online exposure, create social media sites, claim all directory sites

**Results:** 306.52% increase in new views compared to 2011. 3200.00% increase in mobile views

**Spa Medical**

**Project Goal:** Enhance Social Media Presence/Claim On-Line Directories

**Results:** FB/Twitter/You Tube Followers & engagement increase; polls, FB Apps, press releases, contests, new graphics created; informational video blogs executed

**Colour Basis**

**Project Goal:** Create new Marketing Plan/Enhance Online Presence/Copy-write website for SEO and SEM

**Results:** Updated yearly marketing plan/ New website written for SEO & designed with increase in social media followers and engagement

**EDUCATION:****Master's Certificate**

Internet Marketing

Full Sail University, Winter Park, FL

**Bachelor of Arts**

Majored in Communications and Theatre Art

Mercer University, Macon, Georgia

**TECHNICAL SKILLS**

- Social Media Management
- Macintosh & PC Platform
- Facebook Page & App Developer
- Internet Directories/Google Analytics
- Twitter
- Team Building/Training
- You Tube Video Production
- Project Management

**ACHIEVEMENTS:**

- Multiple Emmy Awards and 2 Time ABA Award Winner
- Coordinated Taylor Hicks Finale Show for Idol-considered the best homecoming in the history of Idol according to producer, Simon Lithgow
- Floor Director for American Idol during Live Finale 5/06
- Planned and Executed Successful Open Casting Calls for Survivor and Big Brother for 5 years
- Co-produced and Wrote 30 minute Croatian War Documentary
- Mercer University Dean's List and President's List