

## **Maria Rosa Donado**

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### **PROFESSIONAL PROFILE**

Versatile and detail-oriented marketing professional with proven track record of creating, developing, and executing public relations and marketing strategies for fashion and consumer lifestyle brands. Resourceful and creative with a clear understanding of effective branding techniques. Strong managerial and relationship-building skills with the ability to work effectively alone or in a team environment.

### **EXPERIENCE**

**OgilvyAction- New York, New York** **October 2008- Present**  
*Freelance Project Manager*

- Interim Account Supervisor for the Unilever Food account, acting as the liaison for clients including: Ragu, Bertolli Sauce, I Can't Believe It's Not Butter!, and SlimFast
- Responsible for overseeing the creation of free standing inserts, logos, and POS materials, ensuring that messaging is both effective and in line with business objectives
- Assisting on the Mars account in preparation for the launch of Fling Chocolate Bar

**Freelance- Port Washington, New York** **December 2007- October 2008**  
*Branding & Event Consultant*

- Produced public relations and marketing events, throughout the New York City area. Clients included T&L Events, Process Mentor, and Mystic Steps Inc.
- Provided expertise on prop and vendor sourcing for consumer lifestyle/ fashion brands including: JCPenney, Bare Necessities, and Vaseline
- Served as the project manager in the rebranding of Mystic Steps Inc., with responsibilities including: logo/website/collateral design and production, budget management, and vendor relations

**Steve & Barry's University Sportswear- Port Washington, New York** **July 2005- December 2007**  
*Special Event & Public Relations Manager*

- Led the design, planning, and execution of all consumer and private special events including red carpet celebrity product launches, nationally publicized press conferences, and exclusive preview events across six new celebrity brands including but not limited to BITTEN by Sarah Jessica Parker, EleVen by Venus Williams, dear by Amanda Bynes, and Starbury by Stephon Marbury
- Managed budgets between \$10,000- \$130,000 for audiences of 50-1,000 people, ensuring that all expenses were necessary to effectively deliver brand messaging
- Provided input on planning and strategies across all brands by identifying issues and opportunities

#### *Spokesperson and Publicist*

- Represented the brand as a fashion spokesperson, appeared on TV segments and was interviewed for print publications
- Developed and maintained good relations with the media by keeping them abreast of new products and brand endeavors via press releases, desk-side appointments, and events
- Coordinated interviews and talking points for senior executives

**National Event Connection/ EJ the DJ- Islandia, New York** **March 2001- August 2003**  
*Event & Sales Coordinator*

- Worked with DJs and venues to ensure that all events flowed in a timely manner
- Followed prospective leads to set up sales appointments for company president
- Acted as a representative at tradeshows, ensuring that all clients and vendors had proper marketing materials

### **COMPUTER SKILLS**

- Proficient in PC and Macintosh computers, using software such as Adobe CS Suite, Macromedia MX Suite, Microsoft Office Suite, Microsoft Visual Basic, and HTML Webpage Design

### **EDUCATION**

**SUNY College at Cortland - Cortland, NY** **December 2005**  
B.A. Psychology with concentrations in Management and Computer Technologies