

Imani DeBose

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imanidebose.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

May 2024 - Present

Junior Copywriter - Diversity Task Force Lead - Viva Women National Co-Lead

- ThinkLA Idea Awards shortlist nominee for best audio campaign. (EV Exposure Therapy)
- Writing long form video and audio scripts for Toyota sales events and new vehicle launch campaigns.
- Writing headlines and social post copy for digital ad campaigns.
- Crafting main landing page copy and concepting educational components for new vehicles on Toyota.com
- Concepting campaign extension ideas.
- Co-founding and spearheading a poetry workshop after hours for Saatchilians.
- Coordinating internal programming with the Diversity Task Force and Viva Women in the forms of conferences, panels and other multicultural celebrations. Duties include sourcing talent, writing interview questions, and coordinating with other Publicis Groupe agencies to stream these events nationwide.

Junior Digital Producer - Diversity Task Force Lead

October 2023- May 2024

- Leading campaign kick-off meetings with vendors, conducting quality assurance for all digital deliverables, offering creative solutions to vendors to maintain the integrity of creative concepts.
- Pushing the needle on creativity by producing animated banners for the 2023 Motorsports campaign. A first for the agency.
- Creating production schedules and communicating across departments to deliver all campaign deliverables on budget and on time.
- Shadowing the creative department and writing headlines for parts & service campaigns and scripts for long form videos.

Digital Production Coordinator

July 2022 - October 2023

- Producing digital ads for Toyota vehicle launches, retail campaigns, and sales events.
- Producing web pages on the Toyota.com team: Spearheading the Trucks Brand Family page launch and Corolla Nightshade vehicle page.
- Conducting research for internal presentations and agency-wide innovation projects.
- Coordinating vendor screenings with cutting-edge digital production studios.
- Creating purchase orders and estimates for digital ad campaigns.

Studio Blitz, Culver City, CA

August 2021- July 2022

Marketing Coordinator

- Wrote proposals and created pitch decks to win clients 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.
- Reached out to magazines and online publications to generate buzz around projects from Blitz.

Haley Beauty Holdings, Hancock Park, CA

September 2020 - September 2021

Marketing Manager / Business Operations Manager

- Secured ABC7 news coverage for the brand's grand relaunch. Pitched brand activation events to journalists and local news networks.
- Shot creative content and pitched marketing strategies to company founders.
- Maintained strategic marketing partnerships with 10+ social media influencers with 5k-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

October 2020 - August 2021

Production Coordinator

- Coordinated luxury experiences for high-profile clients.
- Oversaw vendors and production crews 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

July 2020 - February 2021

Media Relations Assistant / Associate Producer

- Wrote and edited scripts for 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

January 2020 - May 2020

Social Media Marketing Intern

- Increased social media following and engagement by 40%.
- Wrote daily blog posts and published them on the AAA community website.
- Developed 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.

Skills: Copywriting, Leadership, Digital Marketing, Content Strategy, 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