

Diana Davis

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Creative Director / Senior Copywriter

Add to Bottom Line by Leading Teams that Deliver Winning Creative

Award-winning, dynamic copywriter and creative lead who builds brand experiences that drive performance across all media channels. Strong communicator and collaborator who works well independently and with teams. Expertise includes:

**Brand Strategy & Messaging | Social Media | Content Storytelling | Video Production
Vendor Relations**

Professional Experience

FREELANCE COPYWRITER, New York, NY 2010 – Present
Provide advertising and marketing copy for clients in various industries including entertainment, food service, the lottery and more.

NBCUNIVERSAL, New York, NY 2006 - 2021

Editorial Director / Supervising Producer 2017 - 2021

Collaborated with award-winning, cross-functional team of internal and external creatives to conceive, write and pitch multiplatform campaigns for dozens of new and existing shows and movies for SYFY and USA.

- Assisted in pushing SYFY to top 10 network rating by providing creative leadership for the network's successful movie franchise.
- Helped turn *Wynonna Earp* into 1 of SYFY's most successful shows, developing a cult following, by leading creative on all platforms.
- Contributed to redefining of editorial voice-of-the-network by leading copy initiatives as part of 2016 rebrand.
- Ensured creative integrity of new brand by strategically managing team of freelance copywriters.

Senior Copywriter / Producer 2010 - 2017

Wrote, conceived and produced cross-platform campaigns for new shows, movies and brand initiatives for SYFY. Managed external vendors and writers and ensured brand identity and personality.

- Facilitated launch of SYFY's digital brand, SYFY WIRE, by writing and co-producing 1 of their 1st web series, *BlastrTV*.
- Re-defined SYFY's audience for ad sales community and contributed to extremely prosperous upfront in network history by authoring SYFY's "Igniters".
- Enabled SYFY to reach top 10 network rating by consistently delivering award-winning copy and content for launch campaigns and more.

Senior Copywriter 2006 - 2010

Developed concepts and copy for marketing materials for Oxygen Network including on-air, print and digital. Implemented clearly defined process that ensured consistency of voice on every project

- Delivered 27% increase in 18-34 category by writing upfront tagline: "Trenders, Spenders, Recommenders".
- Contributed to NBC Universal's successful "Green Your Routine," campaign by writing hero tagline "Green Your Routine."

MTV NETWORKS, New York, NY

2005 - 2006

Copywriter

Developed copy and concepts for upfront presentations, ad sales and brands including MTV, NOGGIN, Nickelodeon and VH1

Additional Relevant Experience

GREY ADVERTISING, New York, NY

Copywriter

THE NULMAN GROUP, Whitehouse Station, NJ

Copywriter

Education & Professional Development

- **Bachelor of Arts (BA)**, Communications, Wilkes University, Wilkes-Barre, PA
- Screenwriting, New York University (NYU) Continuing Education
- Screenwriting, Gotham Writers' Workshop
- Creative Advertising, School of Visual Arts Continuing Education

Recognition

Advertising / Marketing:

- OMMA Awards
- BDA / Promax
- D&AD Award
- CableFAXIES
- CTAM
- Creativity International Communicator

Screenwriting Awards:

- TV.com Spec Spectacular: Semi-finalist
- Scriptapalooza International TV Writing Contest: 1st Place, Sitcom Category
- Cannes Screenplay Contest: Official Selection
- People's Pilot, Top 10
- ScreenCraft Pilot Launch Contest: Semi Finalist
- ScreenCreafft Pilot Launch Contest: Quarter Finalist
- Creative Screenwriting Screenplay Competition: Quarter finalist