

# Andrew Donohue

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Brooklyn, NY 11234

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## Experience

### NYC Media

#### Director, On-Air Promotions

2004 - present

- Produce, direct, write and edit promotional material for NYC Life, NYC Gov, NYC Drive & NYC World
- Develop campaign strategies and creative ideas to retain and attract new audiences
- Build awareness and maintain the integrity of the brand across all media platforms
- Analyze ratings material and implement promotions strategy across station logs
- Create promotions for all platforms of distribution: broadcast, online, radio, mobile, taxis, etc...
- Develop high quality spots under tight timelines
- Manage projects and direct colleagues to accomplish tasks throughout the creative process

### NYCTV

#### Senior Editor

2002 - 2004

- Edited long form shows such as *Blueprint NYC*, *Secrets of New York*, *NY 360*, *\$9.99* as well as interstitials & promos to support them
- Adapted storylines and storyboards to create specified feel and pacing of final spots
- Helped shape the look and style of new series such as *Eat Out New York*, *Joe Tuna*, *Doggie Moms*, and many others

### Lee Hunt Associates / Razorfish

#### Editor

1997-2002

- Edited commercial spots and brand material for networks around the world, including NBC, PBS, Arte, FOX Kids, CBC, and more
- Worked closely with clients to build promo templates for network distribution
- Maintained 3 Avid systems and a machine room

### The View – pilot episode – ABC

#### Associate Producer

1996

- Worked to launch what is now one of the most successful daytime programs

### Our Home - Lifetime Television

#### Website Coordinator

1996

- Managed and maintained the Our Home website using HTML for a daytime lifestyle series

## Skills

Expert knowledge of Final Cut Pro, Avid Media Composer,  
Working knowledge of Adobe Photoshop, Illustrator,  
After Effects, Dreamweaver, Motion, LiveType  
Media Cleaner, Compressor, DVD Studio Pro

## Awards

1 NY Emmy Award, 2 Telly Awards, 1 Promax North  
American Gold, 1 Promax North American Silver,  
2 Promax North American Bronze, 2 CPB Community  
Impact Awards, 5 NY Emmy Nominations, 4 Promax  
North American nominations

## Education

St. Francis College, Brooklyn, NY  
BA, Communications 1995  
Xavier High School

## References

Available up request

View my demo reel at [www.drewdonohue.com](http://www.drewdonohue.com)

 <http://www.linkedin.com/in/andrewdonohue>