

Deandra Simon

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RELEVANT EXPERIENCE

Embassy Row – Research Assistant for WWHL with Andy Cohen! – NYC (Remote) Sept 2020 – Present

- Provided detailed and organized research on upcoming WWHL guests to Senior Research Producer
- Maintained Show logs of weekly virtual tapings
- Managed viewer questions from Facebook, Twitter, Email and Text Message
- Produce, research and write questions for show producers
- Organize and log show transcription efforts
- Pitch, research and assist in producing segments for Bravo's guests
- Scouted and coordinated with prospective talent and stories for new projects

BET /Viacom CBS – Audience Development Coordinator– NYC (Remote) June 2020 – September 2020

- Launched and maintained paid media campaigns for BET Awards 2020 and DNC including setting them up, choosing creative images, writing/editing ad copy, and optimizing campaign performance.
- Increased website clicks by 150% to BET.com
- Monitored campaign performance and optimized campaigns ROI-based advertising through multiple digital channels including paid social media, native advertising, email, SEO and various partners
- Curated weekly email campaigns and website clicks increased by 75% based on audience insights

Atlantic Records– Publicity Intern -- New York

Jan 2020– May 2020

- Examined various media outlets and magazines on a daily basis to keep up with the latest news on Atlantic Artists.
- Assisted in collecting daily press breaks and distributing to appropriate team members. Track and pull press quotes.

TELEVISION/FILM EXPERIENCE

Production Assistant	<i>Scales of Justice</i>	Sept 2020	People's Television
Press Escort	<i>Soul Train Awards</i>	Nov 2019	BET
Production Assistant	<i>TEDX Queens Village</i>	Jan 2020 – March 2020	TED
Production Assistant	<i>Various Footage</i>	Feb 2019 – May 2020	John Jay College
Production Assistant	<i>Quantico(Season 3)</i>	March 2018	ABC

SKILLS

- **Hard Skills:** iMovie, Animate, Adobe Illustrator, Microsoft/Google suite, Google Calendar
- **Soft Skills:** Detail-oriented,, situational adaptability, calm-thinker, project juggler, self-starter, constant communicator, high-profile talent interaction, schedule and task management
- **Languages:** Proficient in Haitin Creole(oral, written, reading)

AFFILIATIONS

- **WEEN:** Academy Graduate 2020 **IRTS:** Future Media Leaders Conferee 2020 **T-Howard Foundation:** Fellow 2019

EDUCATION

Brooklyn College – Brooklyn, NY

August 2019

- Major: Masters of Science in Media Studies/Communications

John Jay College of Criminal Justice – New York ,

May 2019

- Major: English / African-American Studies