



David Lee Watta

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EXPERIENCE

Post-Graduate Intern, Zeno Group | April 2018 – July 2018



- Increased The RoomPlace’s Facebook page response rate by 27%, maintaining a 100% response rate over the next three-month period
- Responsible for influencer identification, monitoring and reporting of past programs for Netflix, Powerade, Serta, Teavana, barkTHINS and Real Techniques
- Curated daily digital trends email marketing campaign for Zeno’s global network—increasing open/click rates by 13%
- Conducted social media audits via Crimson Hexagon for new business research and creative strategy development for Buffalo Wild Wings, Coke, Netflix, Motel 6 and Corona Extra

Marketing Consultant, For the Love of Herbs | Dec. 2016 – July 2018



- Formulated business plan, implemented organizational strategy and assisted in brand activation
- Finalist in a Michigan Economic Development Corporation grant competition, responsible for grant writing and pitch presentation
- Implemented inventory management system to conduct e-commerce business

Social/Digital Intern, O’Keefe Reinhard & Paul | Aug. 2014 – May 2015



- Served as online community manager, content creator and insights analyst
- Assisted internal marketing team in award submissions, resulting in AdAge’s 2015 Small Agency of the Year designation
- Developed comprehensive content planning calendars for agency/clients
- Created “best practice handbook” to increase focus on SMO/post efficiency
- Conducted social media monitoring reports for brands such as Ace Hardware, Big Lots, Turtle Wax and Taco Bell

National Vice President of Regional Conferences, PRSSA | June 2013 – June 2014



- Partnered with 11 colleges/universities nationwide to plan/host 10 successful professional conferences in the ‘14-’15 academic year, surpassing previous attendance records
- Maintained relationships between conference coordinators, PRSSA National and a network of established professionals to ensure adequate programming at all 10 conferences

EDUCATION



DePaul University – Chicago, IL
Jan. 2018 – Dec. 2019, *Magna Cum Laude*
Master of Arts, Public Relations and Advertising



Columbia College Chicago – Chicago, IL
Aug. 2012 – Dec. 2015, *Cum Laude*
Bachelor of Arts, Marketing Communication