

D. DeSanto Consulting

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New York, NY

My nearly 20-year marketing career, including a decade in leadership roles, is marked by my expertise in brand strategy, marketing and engagement, content development and production, business development, and impactful partnerships. I'm passionate about collaborating with clients to take bold, transformative steps that not only make their brands shine but also deliver on their business goals.

How I Create Value for Clients

MARKETING / BRAND STRATEGY & EXECUTION – From ideation and strategy to tactical implementation, I have been the marketing and brand voice for growth and transformation: launch of a branded content business for 1895 Films—an Emmy and Peabody Award-winning production company, including growth strategy, transformation of marketing platforms, and delivery of new business (consulting and SVP roles) creation of a distribution marketing ecosystem that positioned Smithsonian Channel as a must-have content brand for streamers (VP role) design and delivery of a go-to-market roadmap that elevated subscriber acquisition for the SHOWTIME streaming service; work included account management, data analysis, campaign launch and management, and event production (consulting role)

STRATEGIC PARTNERSHIPS – A natural relationship builder, I have led business development efforts and have created mutual partnership value for numerous B2B and D2C brands.

EXPERIENTIAL & EVENT MANAGEMENT – In every role, I have created and orchestrated in-person opportunities for clients and consumers to experience the brand. Among my favorites is our work to develop and present Smithsonian Channel's 6-year documentary screening tour at museums nationwide.

PROJECT MANAGEMENT – Clients and colleagues come to me because they know I have the grit, relationships, and work ethic to get things done. I have overseen agency partners, freelancers, and in-house creative teams—always with a focus on budgets and timelines.

Experience

Dana DeSanto Consulting, Owner / Consultant

1895 Films, SVP of Sales & Marketing / Consultant

Paramount, Consultant, SHOWTIME

Paramount, VP, Marketing & Partnerships, Smithsonian Channel

NBC Sports (formerly Versus), Director, Consumer & B2B Marketing

Fox Cable Networks Group, Regional Marketing Manager

MTV Networks, Marketing Manager, Corporate

ESPN, Associate Marketing Manager

Brands

1895 Films
Amazon
American Airlines
Apple
CBS
Cisco
DirecTV
ESPN
FOX
FuboTV
Google
Hilton
Hulu
IndyCar
Marriott
MTV Networks
NBC Sports (Versus)
NHL
Roku
SHOWTIME
Smithsonian Channel
Smithsonian Institution
Tour de France
World Cinema
YouTube TV