



Name: Danielle Cotton

Major: Communications and Media Studies

Graduate Year: 2012

Danielle Cotton has advanced with Morris Marketing, Inc. and currently serves as Director of Marketing & Publicity with this firm. Continue reading to learn more about her public relations role within the international entertainment industry:

What is the day in the life like at your job?

Morris Marketing has clients based in New York, Paris, Japan, Los Angeles, and the U.K. Therefore, many of our mornings begin by catching up on news within the international marketplace, answering multiple emails, and various conference calls. We also prepare media releases, press reports, advertising campaigns per all major international media conventions (i.e. NATPE, MIP, MIPCOM, LA Screenings, Asian Television Forum (ATF), etc.), and set up client interviews. Although we have a general outline we try to follow each day, every day is uniquely different.

What do you love about your job?

I love being connected to the international community. It has provided me with a greater cultural awareness that I would not normally be exposed to in a corporate environment. I have also had the opportunity to help create and work on international publicity campaigns for shows like the Annual GRAMMY Awards (CBS), Hannibal (NBC), and Narcos (Netflix), among many others. It is a true pleasure to work with some of the elite players and journalists within the international entertainment industry.

What is challenging about your role?

While working in the international arena with clients across several continents, we must be comfortable working within world time zones and equipped to actively communicate on a 24- hour basis. As you can imagine, this can bring about some challenges.

What are the benefits of working in this field?

Some of the benefits of working in my field are being connected to the elite of the international entertainment industry, constantly learning about new global media trends, and building a great cross cultural awareness.

What experiences did you have that prepared you for this role?

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I have a B.A. degree in Journalism and New Media. It was through my preparatory writing experience in college that has helped me to excel in my career.

What do you see happening in the future for these types of careers?

I believe the advancements of new technology will heavily impact the way we do business.

What should a student know about your field?

International Entertainment Public Relations is a very specialized service with only a handful of individuals who are experienced in this field.

What advice do you have for a student considering a career in your profession?

If you have a passion for international work and keen interest in the Entertainment industry, do consider a career in this field. As noted earlier, this is a very specialized service with very few skilled in this area; therefore, it gives you a competitive advantage to learn and excel in this career.