

# MARINA HART DONAHUE

Chicago, IL 60626 • (812) 225.6373 • [marina.hart99@gmail.com](mailto:marina.hart99@gmail.com)

---

---

## **Summary of Qualifications**

Award-winning documentary filmmaker, digital content producing, social media creation and implementation, marketing, event-planning, writing, photography, and customer services professional. Demonstrates strong interpersonal skills working with individuals and providing general commitment to excellence and quality support.

## **Professional Experience**

2022 - Present                      INTERNATIONAL WAREHOUSE LOGISTICS ASSOCIATION                      CHICAGO, IL

### **Marketing & PR Manager**

- Works independently to gather information, write, and distribute the association's weekly e-newsletter;
- Works creatively with internal customers to launch campaigns for association directives;
- Writes and oversees production of marketing material, communications and online communications for the IWLA Convention & Expo, educational offerings, chapters and councils, and other IWLA programs;
- Serves as point of contact for the association's branding campaigns and adheres to and promotes IWLA style and usage guidelines;
- Works independently with marketing, branding, printing and other vendor;
- Creates an annual marketing calendar and keeps it on track;
- Prepares and tracks production schedules for all video production, marketing and public relations needed for IWLA events;
- Oversees all marketing outreach - including e-blasts, mailings, campaigns, social media, and digital content producing;
- Creates public relations campaigns to showcase association for event/product promotion.
- Serves as IWLA point person for and works independently with these publications to place IWLA articles and sources;
- Creates social media plans and works with key staff members to post across platforms for maximum impact;
- Identifies subjects for, finds authors for (or ghostwrites) the IWLA blog and shapes online content strategy based on broader IWLA objectives;
- Responsible for all video production projects, including producing, directing, editing, and distribution.

2021 - Present                      LOYOLA UNIVERSITY CHICAGO                      CHICAGO, IL

### **Communications: Digital Media & Storytelling, Graduate Student**

- Direct, write, produce, and edit various projects in conjunction with coursework;
- Completed coursework to gain proficiency in Adobe Suite Programs, including InDesign, Photoshop, Premiere Pro, and Lightroom;
- Completed coursework to gain expertise in Google Analytics and SEO with digital marketing strategy training;
- Operated Canon XF400, Sony PXW-FS5 cameras and compatible equipment;
- Plan, organize, and budget shoots for various student projects;
- Award-winning documentary short produced in COMM 398 course (Summer 2022).

2019 - 2022

LOYOLA UNIVERSITY CHICAGO

CHICAGO, IL

**Administrative Assistant**

- Provide overall administrative management for the Computer Science Department;
- Foster teamwork among co-workers, and Student Office Assistants, being service-oriented, and maintaining a positive work climate;
- Creation and implementation of Social Media strategy for department- including work with students on developing department awareness through Instagram, Facebook, Twitter, and LinkedIn;
- Creation and general upkeep of department Newsroom blog site (newsroom.cs.luc.);
- Department writer for articles featured on the CS Newsroom blog site;
- General maintenance and upkeep of Department of Computer Science website, including responsible for regular updates, measuring SEO, and working with University Marketing to update site to new template;
- Perform a variety of office tasks, including processing and submitting work orders, key requests, building access requests; and manage completion of projects, etc;
- Recruit, hire, train, supervise, and delegate assignments to Student Office Assistants. Follow departmental budgetary “constraints” before beginning process of recruiting student;
- Manage all aspects of event planning for Computer Science department;
- Communicate effectively, both verbally and in writing, with all levels of individuals at Loyola University Chicago, and outside Loyola;
- Perform data entry of new semester information into LOCUS- Building schedules for faculty and students to enroll;
- Photography and Videographer for Computer Science Department events and program advertising.

2017 - 2019

INTERNATIONAL WAREHOUSE LOGISTICS ASSOCIATION

DES PLAINES, IL

**Sales Support Coordinator**

- Revamped recruitment protocols to support the existing logistics membership pipeline that led to increases in 2018’s member retention rates;
- Assist the Director of Membership & Sales with creation of new e-marketing blasts to prospective members that significantly increased special events’ attendance;
- Demonstrate IT competency by developing a system to track and report social media engagement from active and prospective members;
- Analyze financial membership reports and invoicing through MemberSuite CRM Database
- Develop and assisted with implementing new social media/communication campaigns aimed at engaging the interest of a more diverse supply chain membership base;
- Discuss and determine the nature of photographs and production of video content to suit marketing needs of association;

2016 - 2017

HEINE BROTHER’S COFFEE

NEW ALBANY, IN

**Marketing Events Team Member/ Barista**

- Promoted products through community advertising, to maximize event attendance;
- Leveraged paid advertising with free promotions on social media;
- Proposed marketing plans that were later used for business development;
- Assisted with event facilitation, including travel & logistics.

2013 - 2017

DERBY DINNER PLAYHOUSE

NEW ALBANY, IN

### **Communications Intern**

- Managed and led weekly theater education training camps for 5 weeks, with approx. 85 school-aged children each week, as well as communicated with parents;
- Strategized social media platform roll-out for company pages;

### **Box Office Associate**

- Worked part-time assisting customer (in person and over the phone) with ticket purchases and general inquiries pertaining to schedules, performances, and complaints;

### **Actress**

- Resident actress in over 15 productions over 5 seasons with Theater for Young Audiences.

## **Education**

### **Master of Communications, Digital Media & Storytelling**

*Loyola University Chicago (3.9 GPA) (2021- Graduating May 2024)*

### **Bachelor of Arts, Communications with Minor in Business & Entrepreneurship**

*Indiana University Southeast (2013-2017)*

### **Second City Training Center Conservatory**

*Second City Conservatory Program (2018-2019)*

Training in sketch comedy writing, acting, producing, and improvisation.

## **Film Projects**

- "That's Dinnertainment!" Documentary Short – Produced, Directed, Edited in conjunction with COMM 398 course (under supervision of Richelle Rogers)
  - Broadcast Education Association Best of Festival: Graduate Film & Video Competition
  - Featured in Chicago International Indie Film Festival, Indy Film Festival, & Hoosier Film Festival
- "No Permit Necessary" Documentary Short – Produced & Edited as a member of House of Bug Productions
  - Chicago Shorts: Best Student Documentary Short

## **Media**

- Chicago Tribune (May 2023) - [“Six Loyola University students have captured the magic of Bughouse Square, the city’s oldest park.”](#)
- WGN Radio (Rick Kogan – April 2023) - [“6 Loyola Students Share the Significance of Bughouse Square”](#)
- Food Network (January 2022) - [“A Former Taco Bell Employee Is Teaching TikTok How to Roll the Perfect Burrito.”](#)
- Indiana University Alumni Spotlight (May 2017) - [“Meet the alumna finding success in the world of sketch comedy.”](#)

## **Awards**

- *Broadcast Education Association (BEA) “Best of Festival: Graduate Film & Video Competition” for That’s Dinnertainment! Documentary Film (April 2023)*
- *Loyola University Chicago School of Communication Outstanding Student in Digital Media & Storytelling Graduate Program (May 2023)*
- *Loyola University Chicago Monthly Commitment to Excellence Award (September 2022)*
- *Indiana University Southeast Departmental Honors Awards for Outstanding Student (May 2017)*