

DESTINY WASHINGTON

Charlotte, NC | 240-595-9770 | deswashington3@gmail.com | <https://emberstonemedia.mypixieset.com/>

Versatile director and creative professional with a strong foundation in the corporate world, skilled in bridging artistry and strategy. Proven ability to support high-class activations, partnerships, and campaigns through marketing, data analysis, and content creation. Passionate about crafting compelling narratives and delivering impactful, results-driven creative solutions.

Core Strengths: Project Management – Leadership – Strategizing – Brand Marketing – Account Management – Cross Collaboration – Communication – Problem Solving – Organization

PROFESSIONAL OVERVIEW

WASSERMAN MEDIA GROUP

Creative, Project Manager

April 2022 – Present

- Coordinate and manage end-to-end creative projects for AT&T, ensuring on-time delivery while aligning with brand guidelines and client expectations.
- Act as the primary liaison between creative teams, clients, and stakeholders, fostering clear communication and collaboration across all stages of project development.
- Develop and maintain detailed project timelines, budgets, and resource allocation plans, ensuring efficient workflow and cost-effective solutions.

MKTG SPORTS & ENTERTAINMENT

Sponsorship Activation Coordinator

June 2021 – April 2022

- Supported the planning and execution of sponsorship activations, ensuring seamless delivery of brand partnerships and high-profile campaigns.
- Assisted in the creation of post-activation reports, analyzing data and providing insights to measure the success and ROI of sponsorship campaigns.
- Contributed to proposals and pitch decks for new sponsorship opportunities, highlighting activation concepts and potential ROI.

EMBERSTONE MEDIA

Founder/Director/Producer

March 2018 - Present

- Conceptualize, direct, film and edit narrative content, including music videos, short films, interviews, and branded campaigns, from pre-production through post-production.
 - Manage on-set operations, including directing talent, coordinating crews, and overseeing lighting and camera setups to maintain production efficiency.
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EDUCATION AND TECHNICAL SKILLS

Education: Bachelor of Science in Marketing, Johnson & Wales University

Skills: Adobe Premiere Pro, Adobe Lightroom, Adobe Premiere Rush, Canva, Milanote, BrandWatch, MailChimp, Asana and Microsoft Office.