**Daniella Cracknell Communications Management**

[*DCracknell@LeonardGeorge.TV*](mailto:DCracknell@LeonardGeorge.TV) *•* [*www.linkedin.com/in/daniellacracknell*](http://www.linkedin.com/in/daniellacracknell)• *917.991.3364**Delray Beach, FL 33444*

Marketing Communications Director seasoned and skilled through both education and experience in brand development, integrated communications, new product launches, media partnerships, promotion and publicity, and reputation management. Entrepreneurial, philanthropic and creative. Skilled in securing and leveraging national media and marketing opportunities. Work collaboratively on teams and as independent, self-starter. Oversee mobile, social and international initiatives. Contract employment with industry leaders in news, entertainment and lifestyle industries. Specialty areas:

|  |  |  |
| --- | --- | --- |
| * Product Launches * Strategic Planning * TV & Book Development * Breaking News | * Project Management * Humanitarian Outreach * Celebrity Branding * Collaborative Partnerships | * Contract Negotiations * Media Relations, Crisis * Digital Social Campaigns * Soft Sales Ambassador |

**Career Path**

**LEONARD GEORGE Reputation Development** • Delray Beach, FL • 2010 - Present

**Head of Communications, Personal Brand Manager to Thought Leaders**

Founded and drive business of boutique consultancy providing high level of personalized customer service to visionaries, jetsetters and innovators. Conceptualize new brands for mass appeal, directing product launches. Raise industry status for high-achieving clientele, acquiring social credibility and visibility. Produce media and marketing concepts and content, securing TV and book development deals. Negotiate media and marketing engagements that upsell products and services, gaining ground over competition as return on investment.

**Key Accomplishments:**

* Negotiated a TV development deal for CEO/Publisher of industry leading digital travel properties with September Films, creators of popular cable series BRIDEZILLAS.
* Secured a TV pilot with creators of pioneering TV newsmagazines HARD COPY/A CURRENT AFFAIR in an investigative travel series packaged as 'Baywatch Meets Indiana Jones.'
* Brokered a collaboration to produce TV newsmagazine for mobile, digital industry. *Media Week* announcement generated more click views than OPRAH’s OWN debut.
* Developed leading attorney into book and TV offering as legal expert on 'What's Fair and What's Not' with executive producer of long-running JUDGE JOE BROWN court series.
* Raised $100K through private angel investment in a new sport franchise (XARM®) from the creator of The Ultimate Fighting Championship (The UFC®) in launch of new reality series and sporting event. Managed athletes.
* Grew nonprofit brand THE ASK© Motivational Series into a mainstream consumer offering. Clients have called Cracknell the ‘turn-around expert.’

**Prior: Generated awareness of national TV brands to include cable lifestyle series, reality programs, daytime talk shows and television news magazines like INSIDE EDITION, EXTRA.** Bring a significant understanding of the mechanics and business issues of television production and program publicity.

**SCRIPPS NETWORKS, FINE LIVING TV NETWORK** • Knoxville, TN • 2006 - 2009

**Director, Brand Partnerships, Press & Talent Relations**

* Launched brand partnership department and negotiated partnership contracts with leading publishers Condé Nast, Hearst and Meredith. Doubled return on investment, opened doors for ad sales growth and boosted network exposure.
* Served as principal interface for show hosts working with business affairs, programming and production companies. Ran publicity campaigns and supervised PR agency.
* Generated an unprecedented amount of press for the network and raised internal profile of network within larger organization, directed employee-engagement events.

**TWENTIETH TELEVISION, NBC UNIVERSAL, PARAMOUNT DOMESTIC TELEVISION • NY-LA •** 2006-2000

**VP/DIRECTOR, Publicity for Reality Programs, National Daytime Talk Shows and TV Newsmagazines**

**Contract employment for length of television series. Launched and oversaw** on-set publicity departments for industry leaders. Stirred media controversy, handled media crisis and negotiated national new stories featured on THE TODAY SHOW and ENTERTAINMENT TONIGHT as well as major news outlets. As a media spokesperson, quoted in top tier publications from USA TODAY to THE NEW YORK TIMES.

**Key Accomplishments:**

* Reinvigorated GERALDO RIVERA’s legendary reputation as host of new TV series. Created headlines and coverage within monologues on late-night talk shows from LENO to CONAN.
* Ignited media firestorms followed by TODAY, GMA and OPRAH that upheld reputation of pioneering TV newsmagazine A CURRENT AFFAIR in its return with host NFL famer TIM GREEN.
* Managed publicity for NBC Universal’s THE JANE PAULEY SHOW, the most anticipated new talk show of the TV season. Ran affiliate-advertiser, media tours.
* Spearheaded national publicity campaign for NBC’s THE OTHER HALF hosted by iconic DICK CLARK, MARIO LOPEZ cited by USA TODAY as “one of the best publicized series.”
* Trained reality stars of NBC’s daytime drama STARTING OVER for interviews on THE TODAY SHOW and developed TV personas of cast into lifestyle experts.
* Tackled aggressive reporters covering controversial daytime talk show DR. LAURA when advertisers pulled out and TV affiliates faced picketers determined to see cancellation of the show.
* Produced and publicized HOWIE's movie review segment, landing comedic red-carpet interviews with GEORGE CLOONEY, BILLY CRYSTAL AND MEL GIBSON for national broadcast.
* Broke exclusive and first-ever news of notorious, controversial and celebrity guests of daytime talk shows LEEZA, ROLONDA, partnered on a publicity stunt with late night talk show host CONAN featured in NY DAILY NEWS.
  + - Built awareness through celebrity guests of syndicated TV game show PICTIONARY® hosted by TV dad ALAN THICKE. Campaign resulted in press pegging show as a “world discovery.”

**Philanthropic Expertise**

**AIRLINE AMBASSADORS INTERNATIONAL** • Worldwide • 2001 – Present

**Brand Ambassador, Pro-Bono Services in Strategic Partnerships & Media Relations**

Provide media consulting for global humanitarian efforts.

**Key Accomplishments:**

* Spearheaded a humanitarian initiative to South Africa with multiple philanthropic partners as a member of the “Global Benefit Committee” with fundraisers at the United Nations.
* Collaborated with OPRAH after the Haiti earthquake to share on daytime talk show a first-hand account of one of the first emergency planes to arrive in wake of natural disaster relief efforts.
* Facilitated partnership in a press conference with Virginia Governor at Dulles Airport to support global human rights issues. Secured CNN and Fox News interviews.

**Education & Training**

**Bachelor of Science in Communications**

virginia commonwealth University | Richmond, VA

Membership history in **TV Academy, BAFTA, Women in Film and Television**

**Winner of an Award of Merit on behalf of Pizza Hut from International Business Communicators**

**Winner of a Family Choice Award for New Trend in Leisure Wear, The Spa Dress® for Ladies Who Travel**