



## CONTACT



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## EDUCATION

BACHELOR OF SCIENCE  
Advertising & Business  
Texas State University  
2018

## AFFILIATIONS

Most Promising Multicultural  
Student  
American Advertising Federation  
Dean's List  
National Association of Black  
Journalists  
Honors College  
Texas State Advertising Club

## SKILLS

Campaign Development  
Cross Functional Collaboration  
Relationship Building  
Effective Communication  
Strategic Planning  
Squarespace & WordPress  
Film & Digital Photography  
Social & Google Analytics  
Beginner Shopify

# DEMORNAY HARPER

## PROFESSIONAL PROFILE

Account Supervisor at Wieden + Kennedy New York: 6 years of experience fostering trust within internal and external teams and helping brands establish their unique voices to then reach out and resonate with audiences around the world.

## EXPERIENCE

### ACCOUNT SUPERVISOR | WIEDEN + KENNEDY NEW YORK

June 2023 – Present | Delta Air Lines

- Prioritizes building effective, strong and trusting relationships with both external and internal teams. Looked at as a go-to person from all angles.
- Spearheads multi-channel production for traditional media (TVC, OLV, Social, OOH, Print) as well as unique experiential activations to ensure cohesive brand storytelling, aligned with campaign objectives across all platforms.
- Successfully leads and collaborates with cross-functional teams to meet project deadlines, consistently delivering on budget, timeline, and quality expectations.
- Optimizes budget allocations throughout campaign development and production, ensuring precision and responsible resource use throughout.
- Partners with key stakeholders in strategy kick-offs, asset planning, and creative alignment.
- Successfully trains AE with regular constructive development opportunities and encouragement to run smaller scale productions, start to finish.

### Specific Accomplishments

- Day to Day Lead for Delta's 2025 CES Las Vegas Sphere Takeover. The Campaign included: creative for the exosphere and interior screen, a social interactive game, Digital & Print OOH, Social Content, and a VR experience. Delta's CES presence was featured in Variety, Business Insider, Adweek, Brand Innovator and more; and garnered 25.8M Social Impressions and 24.1B total earned media reach.
- Led a 360 TVC Campaign for Delta's \$200M NBC media investment, as a part of Delta's sponsorship of Team USA for the 2024 Paris Olympics and Paralympics. The campaign was successful in establishing Delta's Team USA Partnership to consumers and garnered 4.2B earned media reach.
- Account lead for the Delta SkyMiles Window Seat Shop, a physical store in JFK with global merch from small business owners, where all purchases helped SkyMiles Members earn Status. The microsite sold out on the first day and the activation was featured in Travel & Leisure, Adage, Time Out, Adweek, Business Traveler and more, garnering 34.8M Impressions.

### ACCOUNT EXECUTIVE | WIEDEN + KENNEDY NY

June 2021 – June 2023 | Duracell, Delta, Ghetto Film School

- Production lead and owner of day to day correspondence with clients.
- Strategy & Production lead on WKNY's first Delta SkyMiles 360 Campaign – Grow Your World
- Account support on large-scale 360 Campaigns – Delta's Kaleidoscope Campaign (one of the brand's highest performing) and Delta's Odyssey Campaign, Duracell's Road Trip Campaign – as well as pro-bono work for non-profit Ghetto Film School in the creation of 'What's in a Name' manifesto.
- Account lead on mid-scale 360 Campaigns and activations – Duracell's Demos, Delta's Sustainability Manifesto (Delta's highest performing spot thus far)
- Successfully managed an AAE

### RESIDENT – ASSISTANT ACCOUNT EXECUTIVE | WIEDEN + KENNEDY NY

April 2019 – June 2021 | HBO, Duracell, Ghetto Film School

### SOCIAL MEDIA INTERN | KENDRA SCOTT HQ

May 2018 – August 2018