

JESSICA DANA

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EXECUTIVE CREATIVE PRODUCER

Elevating Creative Concepts and Spearheading Projects from Inception to Fruition, Ensuring Unparalleled Quality and Creativity

Accomplished Executive Creative Producer with over 20 years of experience, offering extensive expertise in steering cross-functional teams to achieve success in advertising and promotional asset creation in marketing domains. Specialized in cultivating marketing partnerships, demonstrating proficiency in leading team members, streamlining workflows, and seamlessly bridging creative, production, and business functions. Possesses comprehensive skill set across the production spectrum - from Line Producing to Agency and Post-Producing, actively managing teams, vendors, and production processes. A creative self-starter known for a hands-on approach, excelling in assembling, and directing diverse teams to navigate project pipelines. Aptitude for successful execution of high-profile campaigns and playing a pivotal role in establishing and enhancing in-house production wings. Seasoned production leader and creative problem-solver poised to bring innovation, ingenuity, and experience to elevate any marketing team's success and drive impactful business objective outcomes.

"Jessi jumped into the 72andSunny fold with gusto. She joined us at a moment of superfast-paced production and took it in stride. I was impressed with how seamlessly she integrated herself. I worked with her on back-to-back productions and very much leaned on her expertise and drive to shepherd us through plot twist after plot twist. She is a valuable and just plain fun addition to any team!"

Maddie M., Creative Director, 72 and Sunny

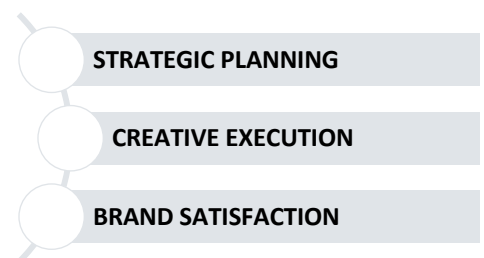
- Production Management
- Broadcast Production Expertise
- Strategy Development & Execution
- SAG, IP & Production Acumen
- Large Scale Team Coordination
- Marketing Partnerships
- Creative Enhancement
- Client Service Management
- International Shooting
- Legal & Business Affairs
- Cross-Functional Collaboration
- Digital Content Production
- Innovative Creative Thinking
- Emerging Technology Student
- Stakeholder Engagement

Professional Experience

INDEPENDENT FREELANCE WORK • 2018 to Present

Sr. / Executive Creative Producer

Hired by ad agencies and major brands to lead the production of advertising campaigns. Analyze creative concepts and architect effective production plans for commercials, experiential events, and other promotional materials. Collaborate with multiple teams while simplifying workflows, heading projects from conception to completion, ensuring elevated creative quality, managing entire budgets, including planning and scoping, resourcing, and overseeing schedules with multiple vendors throughout the pipeline to support groundbreaking work.



- **Netflix** - Served as the Executive Producer and led a 360-degree experiential campaign for Netflix's 'Geeked Week', managing all aspects, including website creation, five pop up tattoo events, promotional asset creation and an online recap video
 - Tattooed over 350 people with Netflix fandom shows iconography. Shows such as Stranger Things, Wednesday and The Umbrella Academy
- **United Airlines** - Partnered with United Airlines and Sesame Street as the Senior Producer for "The Chief Trash Officer" campaign featuring Oscar the Grouch, orchestrating film, print, out-of-home (OOH), and social executions over 7 months.
 - Positioned United as a leader in sustainable aviation fuel and client praise confirmed the campaign's success in aligning United with environmental responsibility.
- **Verizon** - Acted as an Executive Producer on Verizon brands, managing and executing numerous productions exceeding \$1M, spanning broadcast, digital, print, and social extensions, maintaining a steady stream of projects and collaborations since 2018.

- *Produced a successful campaign and activation - Quest to Verizon, to highlight a new collaboration between Verizon and XBOX. Achieved an outstanding campaign performance with 376K impressions and an impressive 84% positivity rate.*
- *Visible - Collaborated with numerous esteemed directors and celebrities across a series of productions for Visible, contributing to the success and prestige of each project.*
- *Produced a campaign named "12 Degrees" for Visible, a Verizon brand, within an impressively tight timeline of three weeks, while managing urgent intellectual property (IP) requirements and securing renowned actor Kevin Bacon as the lead in the campaign.*
- *Collaborated with agencies, including 72 and Sunny, BBDO, VMLY&R, Madwell, Fortnight Collective and Barkley.*

THE INTEGER GROUP ▪ 2015 to 2018

Senior Integrated Producer

Onboarded to bridge creative and business functions, with a focus on marketing partnerships - the core of targeted roles while leading a large-scale team. Executed all aspects from shoot to post-production, managing agency teams, vendors, and clients. Assembled cross functional partners for comprehensive job execution through the pipeline. Crafted proposals, scopes, schedules, budgets, bids and wrap procedures. Advocated and elevated creative throughout the process.

- *Producer and project manager for Hewlett Packard's video production pitch through the in-house production wing.*
- *Managed end-to-end production responsibilities, handling line, agency, and post-production while mitigating production hurdles and excelling in problem solving.*
- *Managed multiple jobs at one time in varying stages of prep through delivery.*
- *Resourced, hired, and managed vendors and freelancers*
- *Executed collaborative high-level brand work by coordinating with top tier directors and production companies, orchestrated large-scale productions, and drove business initiatives, making substantial contributions to the overall success of the agency.*

A 360 thinker/problem solver who brings as much passion to her projects as her creative team." "As personally invested in the creative outcome as the fiscal responsibilities that come with producing." "Start to finish - an enthusiastic partner on the creative journey from rough script to final cut." "Never one to say, "You can't." But the first to say, "You could."

Ross S., Group Creative Director, The Integer Group

EARLY CAREER EXPERIENCE

Freelance Producer

- *Led the execution of a \$2.2M production for Callaway Golf, encompassing 12 TV spots, photography, social content, and promotional assets while tracking actuals through wrap phase, and delivering the project under budget.*
- *Collaborated with over 10 professional golfers, including notable names like Phil Mickelson and Ernie Els*
- *Orchestrated a campaign for Sears, overseeing over 50 live TV spots within a tight 6-month timeline, navigating the matrix of editorial and animation to present rotating spots weekly, featuring new sales promotions across diverse product categories.*
- *Spearheaded projects for a diverse client roster including, Mountain Dew, Dicks Sporting Goods, Sports Authority, Kmart, Craftsman, Kenmore, and more, showcasing versatility in managing campaigns for varied industries and brands.*
- *Produced a comprehensive radio spot package for Bonefish Grill, featuring celebrity Alec Baldwin*

ASSOCIATE PRODUCER ▪ DDB Chicago

- *Estimated, scheduled, and led projects for major brands, predominantly McDonald's.*
- *Executed diverse initiatives including TV commercials, experiential events, internal videos, and radio spots.*
- *Worked on campaigns for a diverse range of prominent brands including McDonald's, State Farm, Safeway & Johnson & Johnson*

EDUCATION

BACHELOR OF ARTS IN ELECTRONIC MEDIA & COMMUNICATIONS ▪ University of Dayton | Dayton, OH