

# JESSICA DANA

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## PRODUCTION EXECUTIVE

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

Accomplished Production Executive with over 20 years of experience, offering extensive expertise in steering cross-functional teams to achieve success in advertising and marketing domains. Specialized in cultivating marketing partnerships, demonstrating proficiency in leading team members, and seamlessly bridging creative, production, and account functions. Possesses comprehensive skill set across the production spectrum - from Line Producing to Agency and Post-Producing, actively managing teams, clients, and production processes. 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. Recognized for significant contributions to revenue growth through successful new business pitches and deals underscore a strategic mindset. Collaborative problem-solver poised to bring innovation and experience to elevate any production team's success and drive impactful 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
- IP Negotiation
- Strategy Development & Execution
- SAG & Production Contracts
- Regulatory Compliance
- Marketing Partnership
- Creative Enhancement
- Client Service Management
- International Shooting
- Legal & Business Affairs Acumen
- Cross-Functional Collaboration
- Digital Content Production
- Innovative Thinking
- Subject Matter Expert
- Stakeholder Engagement

### Professional Experience

#### INDEPENDENT FREELANCE WORK • 2018 to Present

##### Integrated Executive Producer

Hired by ad agencies and major brands on contracts to lead the production of advertising campaigns. Analyze creative concepts and devise effective production plans for commercials, experiential events, and other branded content. Collaborate with up to 10 vendors simultaneously, heading projects from conception to completion, ensuring elevated creative quality, managing entire budgets, including planning and scoping, and overseeing schedules with multiple vendors throughout the pipeline.

STRATEGIC PLANNING

CONTENT EXECUTION

BRAND SATISFACTION

- *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.*
- *Acted as the 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.*
- *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.*
- *Produced a successful campaign and activation - Quest to Verizon, to highlight a new collaboration between Verizon and XBOX aimed at drawing customers into Verizon stores by offering complimentary XBOXs.*

- *Achieved an outstanding campaign performance with 376K impressions and an impressive 84% positivity rate.*
- *Served as the Executive Producer and led a 360-degree experiential campaign for Netflix, managing all aspects, including website creation, five live events in five cities, an online video, and social media.*
- *Collaborated with agencies, including 72 and Sunny, BBDO, VMLY&R, Madwell, Fortnight, and Barkley.*

## THE INTEGER GROUP ▪ 2015 to 2018

### Senior Integrated Producer

Onboarded to bridge creative and account functions, with a focus on marketing partnerships - the core of targeted roles while leading a 10-member team. Executed all aspects from shoot to post-production, managing agency teams and clients. Assembled teams for comprehensive job execution through the pipeline.

- *Led and guided the production pitch for Hewlett Packard's training video production through the in-house production wing.*
  - *Resulted in a significant multi-year deal to bring substantial revenue to the organization - a testament to the success of the effort.*
- *Managed end-to-end production responsibilities, handling line, agency, and post-production for a majority of assignments.*
- *Resulted in cost savings from the in-house production department by minimizing external vendor expenses, and notably boosted revenue by improving profit margins through the transition to in-house operations - an impactful accomplishment for the organization.*
- *Executed collaborative high-level brand work by coordinating with top tier directors and production companies, orchestrated large-scale productions, and drove client 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 brand assets while tracking expenses and actuals, and delivering the project under budget.*
  - *Collaborated with over 10 professional golfers, including notable names like Phil Mickelson and Ernie Els centered around a strategic product launch for the new driver to showcase and amplify the features of the innovative product.*
- *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, enhancing the brand's presence and creating a captivating campaign.*

### 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, Laughing Cow, Chicago Field Museum, and the Chicago Film Festival.*

## EDUCATION

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