



Michelle A. Daniel

EXECUTIVE PRODUCER
&
DIRECTOR OF
DEVELOPMENT

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[My LinkedIn](#)



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Los Angeles

A QUICK NOTE

What I'm looking for now is a creative role that will allow me to develop new ideas for existing brands and take video content to the next level with audience engagement and develop new ways to monetize and build on existing successes, innovate and emerge platforms. I want to work with a leadership team to grow and explore new talent, and new gap opportunities in the digital and television space.

I would love to be a part of a company that continues to define their voice and brand through scripted and unscripted content. I would love to also focus on developing new ideas.

- Michelle

ABOUT ME

13+ years as an Executive Producer with extensive experience that understands content development across multiple media platforms that has the capability of leading a team of talented producers, developers, and content creators that translate clients' business strategies into clear creative direction. Elevating content quality and bridging the gap behind the scenes between creative, technical and marketing and effectively collaborating with other department heads, and creative team leads to maintain process and meet deadlines to ensure timely delivery of elements (including marketing trailers, key art, digital display elements, etc.).

EXPERTISE

Polite
Punctual
Leadership
Organization
Decision Making

TV ONE/ iONE Digital

Director of Creative Video 2018-2021

- Developed and managed multiple scripted and unscripted projects from idea to execution and guided day-to-day tasks for my producing team, production companies and agencies giving them critical feedback to generate and lead stellar ideas from development to launch.
- Worked with the creative team to develop creative briefs, concepts and storyboards for client presentations.
- Partnered with key creatives during the development process to help design and structure production plans, providing early-stage budget estimates, schedules, and location options.
- Partnered with social, editorial and audience development/analytics teams to devise and implement social video strategy to advance branding, enhance engagement, and increase site traffic to multiple distribution platforms to promote programming.
- Managed multiple projects effectively throughout each phase of production, including hiring freelancers and production crews, casting, scripting, rough-cuts, and final delivery.
- Wrote, developed and pitched creative concepts for campaigns, promos, trailers, ads, and short form content
- Analyzed ways to enhance productivity and guide department growth by streamlining and developing new procedures/best practices, process improvements, task automation and systems.
- Worked with our legal department to insure permits, talent, contracts, insurance and locations were within code.
- Planned and developed pre-production ideas into outlines, scripts and storyboards, both independently and with producers.

DayJream Studios

Director of Development 2010-2018

- Collaborated with Showrunners and internal leads to hire the best Above and Below-the-Line advocating for and collaborating with diverse talent and vendors.
- Oversee the film process from start to finish: idea generation, script development, casting, production, and post.
- Collaborate with Showrunners and internal leads to hire the best Above and Below-the-Line advocating for and collaborating with diverse talent and vendors.
- Completed multiple work-streams simultaneously, formulated creative strategies with cross-functional teams, and executed against a wide variety of business briefs and marketing channels for SVOD platforms.
- Reviewed and refined budgets, calendar & schedules, and manage the day-to-day production workflow for various genres and price points.

REFERENCES

Executive Producer
On The Brink Media
404.820.6415

SKILLS

- Design experience (Adobe Creative Suite)
- Post Production supervisory experience managing the editorial process, including editing video, editing and mixing audio, visual effects, motion graphics, music, color correction and finishing.
- Directing crew, actors, (and non-actors), in-studio or on location.