

# MICHELLE A. DANIEL









## A QUICK NOTE

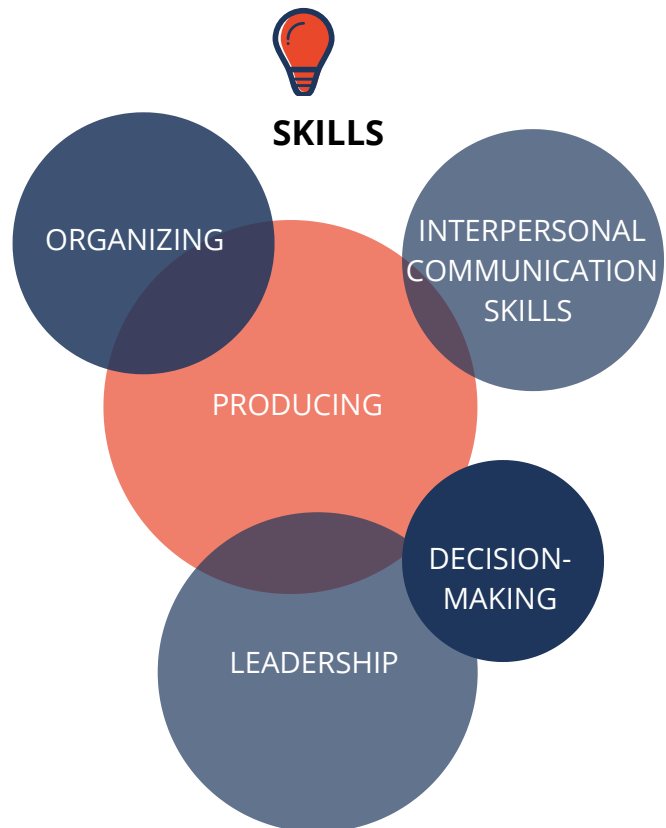
My most recent position as Creative Director of Content focused on developing short and long-form videos, scripted and non-scripted, with my team of Producers and Executives, delivering video content for TV One and multiple social and editorial brands Bossip, HelloBeautiful, GlobalGrind, MadameNoire, NewsOne, and many more. The content created during this time increased revenue and audience engagement.

I'm looking for a creative role that will allow me to develop new ideas for existing brands—taking the film to the next level while building on existing successes—working with a leadership team to grow and explore new talent and add new opportunities to the digital and marketing space.




## CONTACT ME


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# Michelle A. Daniel

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## SUMMARY

Executive Producer with 14+ years of extensive experience understanding content development across multiple media platforms and can lead a team of talented producers, developers, and content creators that translate clients' business strategies into clear creative direction. Elevating content quality, bridging the gap behind the scenes between creative, technical, and marketing, and effectively collaborating with other department heads and innovative team leads to maintain processes and meet deadlines to ensure timely delivery of elements (including marketing trailers, key art, digital display elements)

## PROFESSIONAL EXPERIENCE


### Creative Director of Content


TV One/iONE Digital | March '18 to June '21

- 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.
- Built positive relationships with high-level clients and provided them with first-class support.
- 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 production phase, 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.
- Worked with our legal department to ensure permits, talent, contracts, insurance, and locations were within code.
- Planned and developed production ideas, scripts, and storyboards with producers for upcoming slate.

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## Executive Producer

Dayream Studios | April '10 to Feb '18

- Created processes, budgets, and timelines that were appropriate for each production.
- Wrote creative pitches, beat sheets, scripts, and shot lists for the current program slate.
- Served as the on-set leader for production shoots.
- Directed celebrity talent, as well as the camera team & creative department heads, to achieve a high-caliber video product
- Managed the creative identity of each video, including brand tone, set design, lighting, graphic design, and music selection.
- Led and managed the creative marketing team of visual designers, copywriters, and video designers for our editorial team.
- Managed the video production process and worked with the Studio Operations team to streamline production processes and content management.
- Worked with the creative team to develop creative briefs, concepts, and storyboards for client presentations.
- Managed productions of digital video content, including scripted, and non-scripted docuseries, daily news, and commercials for short and long-form video.
- Completed multiple workstreams simultaneously, formulated creative strategies with cross-functional teams, and executed against a wide variety of business briefs and marketing channels for SVOD platforms.

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## SKILLS

- Experience in Storytelling: Creative mind for experiential ideas and solutions.
- Design Experience: Adobe Creative Cloud, 3D Content Creation tools.
- Proficient in Final Cut Pro and After Effects, as well as Photoshop and InDesign.
- Virtual and Live Event Experience: Podcast, Webinars, live streams, and online meetings.
- Directing: Crew: Actors (and non-actors), in-studio or on location.
- Understanding of the Industry: Production landscape, cultural trends, and a great network of vendors and specialists for various tasks.

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I'M WORTH EVERY PENNY  
LET'S WORK TOGETHER AND CREATE SOMETHING MAGICAL.

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