

DANI AUDAS

CREATIVE DIRECTOR



Los Angeles, California



(713) 898-1216



daniaudas@gmail.com

Creative marketing professional with an unparalleled passion for integrity and customer connection. Thrives in environments that embrace bold direction and authenticity. Seeks a role where transformative ideas are not just welcomed, but expected—where trust empowers true innovation and where teams push boundaries together. Eager to contribute unique perspectives, lead with confidence, and elevate brands with bar raising creative.

SKILLS

- Adobe Creative Suite
- Asana
- Brand Narrative Development
- Cross-Functional Leadership
- Team Empowerment
- Adaptive Problem Solving
- Creative Thinking
- On Set Talent Directing
- Innovative Storytelling
- Customer Obsession
- Post Production Workflow
- Asset Delivery
- Strategic Creative Decisions

AWARDS

Silver Clio
Jury Duty – Amazon Studios
2023

Spotlight Award
Fox Entertainment
2020 – 2021

Promax Award
Fox Entertainment
2018 – 2019

Telly Award (Gold)
CBS Interactive
2013 – 2014

EDUCATION

Bachelors of Fine Arts Degree
Columbia College Hollywood
2012-2015

WORK EXPERIENCE

Creative Director

Amazon Prime Video, Sports / Los Angeles / 2024-Present

- Concept, script, and storyboard live sports marketing campaigns for Thursday Night Football, NASCAR, WNBA, and NBA.
- Ownership of brand identity for NASCAR on Prime, WNBA, and additional upcoming live sport properties.
- Develop creative positioning for Prime Video Sports Originals with captivating trailers and key art.
- Optimized breakthrough creative for specific placements to ensure customer engagement and high retention, consistently exceeding performance metrics.

Creative Director

Amazon Studios, Freevee / Los Angeles / 2023-2024

- Lead creative development for groundbreaking campaigns including Jury Duty, driving exceptional audience engagement and retention.
- Composed compelling creative briefs, storyboards, and scripts that blend marketing strategy with emotionally resonant creative concepts.
- Pitched creative concepts to leadership and executive producers with passion, clarity, and supporting data, securing buy-in for innovative marketing approaches.

Sr. AV Producer

Amazon Studios, Prime Video / Los Angeles / 2021-2023

- Managed all operational aspects of video marketing assets (trailers, promos, sizzles, ad-sales, etc.) from inception to completion with a focus on technical oversight and budget and scheduling boundaries.
- Implemented innovative resource allocation and cost-tracking systems, resulting in 30% budget efficiency improvement across campaigns.
- Fluency in AV formats with an understanding of the fundamentals of asset management, in theater deliverables (DCP), servicing, and trafficking.

Writer/Producer

Fox Entertainment / Los Angeles / 2017-2021

- Developed strategic content marketing campaigns across all Fox Entertainment shows including 5 seasons of “The Masked Singer,” driving a 40% season-over-season increase in social media engagement and solidifying it’s position as network TV’s #1 show.
- Revolutionized digital content creation by shifting from traditional EPKs and First Looks to platform-specific marketing trends, increasing audience reach by 30%.
- Bridged communication gaps between teams to encourage collaborative workflows focused on company priorities and boosted overall productivity by 60%.

Video Producer/Editor

CBS Interactive / Los Angeles / 2015-2017

- Conceptualized and edited all in house video marketing assets across all CBS shows including Survivor, The Late Show with Stephen Colbert, The Big Bang Theory and all award shows.
- Facilitated the successful launch of CBS All Access (now Paramount+) through SEO-optimized digital marketing that drove a surge of 1.2M platform subscriptions in the first 2 years.

Writer/Producer/Editor (Freelance)

Ride or Cry

- Short Form Documentary on Juiceboxxx Branded Partnership with Riotfest Magazine
- Smallpools Mockumentary Branded Partnership with Shazam
- iHeart Radio Pitch Video for Juiceboxxx

The Recording Academy

- Producers and Engineers Wing 10th Annual Grammy Celebration Tribute

