Dani Audas

Creative Director

Location: Los Angeles, CA | **Phone:** +1 713 898 1216 | **Email:** daniaudas@gmail.com | **Web:** daniaudas.com

PROFESSIONAL SUMMARY

A Silver Clio, 200M+ TikTok views, and Prime Video's most-watched Thursday Night Football season. After a decade of leading entertainment marketing campaigns across Amazon Prime Video, Fox, and CBS from concept through delivery I've spent my career bringing stories into the cultural conversation. From *The Masked Singer* and *Jury Duty*, to the launch of *NASCAR on Prime*, I'm known for combining a sharp creative point of view with steady leadership to build culturally relevant campaigns that drive engagement and give audiences something worth watching and talking about.

PROFESSIONAL EXPERIENCE

Creative Director
2023 - 2026

Amazon Prime Video

- Led campaign creative across breakout comedy, premium scripted drama, and live sports, spanning *Jury Duty*, *Bosch: Legacy*, *Thursday Night Football*, and the launch of *NASCAR on Prime Video*.
- Owned campaign creative from initial positioning through launch, building pitch decks, scripting concepts, directing talent, guiding agencies, and maintaining a cohesive creative lens across every asset.
- Translated campaign strategy into creative briefs, storyboards, scripts, and AV concepts built around emotionally resonant, title-specific storytelling.
- Directed external agencies and in-house teams through concepting, scripting, edit reviews, stakeholder notes, and final delivery while maintaining creative quality under tight deadlines.
- Secured leadership and executive producer buy-in by building pitch decks and presenting creative concepts with clear rationale, audience insight, strategic context, and supporting data.
- Developed the creative direction for *Bosch: Legacy*'s A/V marketing campaign, scripting and directing trailers, social, BTS, and branded partnership AV content as the Season 1 trailer reached 4.1M YouTube views and outperformed every previous Bosch season in launch viewership.
- Created audience-led campaign creative for *Jury Duty*'s breakout launch, helping turn the series into a cultural phenomenon with 270M+ TikTok hashtag views.
- Shaped *Jury Duty* campaign creative around the show's unique premise, using audience insight to guide scripts, trailers, social concepts, and AV extensions.
- Led creative through the full production pipeline, moving from audience insight and scripting into on-set direction, editorial feedback, agency reviews, and final delivery.
- Wrote scripts and talent questions, directed interviews, and guided editorial choices so campaign assets carried a consistent voice across AV and social platforms.
- Partnered with producers, editors, agencies, and production teams to make each campaign feel specific to its title, audience, platform, and release moment.
- Guided high-visibility approval processes across Amazon leadership, show teams, executive producers, league partners, agencies, and internal marketing stakeholders.
- Led the creative marketing campaign for Thursday Night Football's most-watched Prime Video season, shaping trailers, promos, social cutdowns, and talent-driven AV as viewership averaged 15.33M and grew +16% YoY.
- Drove the creative vision for NASCAR on Prime Video's first exclusive Cup Series slate, building a launch campaign that reframed a legacy sport for streaming audiences and reached NASCAR's youngest Cup audience in more than a decade.
- Reduced leadership feedback rounds by approximately 35% by streamlining creative reviews across executive, agency, league, and internal stakeholders.
- Generated 10M+ organic social views by creating a Dale Earnhardt Jr. blooper reel from unused NASCAR campaign footage, turning an unscripted moment into platform-native content.
- Translated live-event energy into campaign ideas built for trailers, social content, talent moments, and weekly fan engagement across multiple sports properties.

Senior AV Producer
2021 - 2023

Amazon Studios

- Improved AV campaign budget efficiency by 30% by implementing resource allocation and cost-tracking systems across finishing, localization, vendor, and delivery workflows.
- Lowered localization spend by redesigning AV workflow handoffs with regional partners, accelerating global delivery across graphics, subtitles, dubbing, and localized versions.
- Owned end-to-end AV finishing operations for trailers, TV spots, promos, sizzles, social cutdowns, ad-sales assets, and branded content from kickoff through final delivery.
- Built campaign schedules, asset trackers, approval routes, and delivery workflows that aligned creative, campaign, post-production, localization, and external agency teams.
- Managed vendor scopes, estimates, POs, invoices, QC, versioning, clearances, and final asset delivery across mix, online, DCP, servicing, and trafficking milestones.
- Delivered 250+ assets per campaign across AV formats, codecs, specs, languages, and domestic/international partner requirements.

Producer / Editor
2017 - 2021

Fox Entertainment

- Developed and pitched full season content plans for FOX's primetime slate, building decks and securing buy-in from marketing leadership, show EPs, and internal stakeholders.
- Owned the creative pipeline for multiplatform campaign assets, writing scripts and talent questions, directing shoots, conducting interviews, and editing BTS featurettes, EPK, social, and live-event content.
- Increased social reach by 60% by creating platform-specific series and repeatable digital content franchises across five seasons of *The Masked Singer* and other priority titles.
- Expanded audience reach by 40% by evolving traditional EPK assets into trend-responsive editorial content tailored for social, digital, and multiplatform audiences.
- Improved team productivity by 60% by aligning marketing, PR, production, legal, brand partnerships, and creative stakeholders around clearer priorities, feedback, and delivery timelines.

Video Producer / Editor
2015 - 2017

CBS Interactive

- Helped drive 1.2M CBS All Access subscriptions in the platform's first two years through SEO-optimized digital marketing creative.
- Conceptualized, produced, and edited in-house promotional content for broadcast and digital platforms across Survivor, The Late Show with Stephen Colbert, The Big Bang Theory, and awards programming.
- Brought internet culture and audience behavior into content ideation, shaping digital concepts for social-first entertainment audiences.
- Wrote and conducted red carpet interviews for the Grammys, Emmys, and ACMs; supported livestreamed events as assistant technical director.

CORE SKILLS

AV Campaign Development | Creative Direction | Entertainment Marketing | Brand Storytelling | Scriptwriting | On-Set Production | Trailer & Promo Development | TV Streaming & Broadcast Advertising Formats | Paid & Owned Media Creative | BTS & Featurette | Custom Content | Sports Marketing | Sponsorship Integration | Agency Leadership | Editorial Storytelling | Cross-Functional Leadership | Talent Direction | Budget Efficiency | High-Volume Asset Delivery | Social & Digital Strategy | Trend Fluency | Stakeholder Presentations | Global AV Localization | Generative AI Creative Development

TOOLS & TECHNOLOGY

Adobe Creative Cloud: Premiere Pro, After Effects, Photoshop, Firefly | Frame.io | Final Cut Pro | Keynote | Iconik | Airtable | Figma | Milanote | Runway | Midjourney | ChatGPT | Prompt Engineering

EDUCATION

Bachelor of Fine Arts | Columbia College Hollywood | Los Angeles, CA | 2012 - 2015

AWARDS

- Silver Clio - Jury Duty, Amazon Studios
- Promax - Fox Entertainment
- Telly Gold - CBS Interactive

ADDITIONAL EXPERIENCE

Freelance Producer / Editor

- The Recording Academy's Producers and Engineers Wing 10th Annual Grammy Celebration Tribute
- Branded partnership with Riotfest Magazine - Juiceboxxx Freaked Out American Loser Documentary
- Branded partnership with Shazaam - Smallpools Mockumentary
- iHeartRadio pitch video for Juiceboxxx
- Emo Nite event AV promos