DANIELLE AUDAS

VIDEO CONTENT MARKETING



Freelance Work

The Recording Academy **Producer & Editor**

* Producers and Engineers Wing 10th Annual Grammy Celebration Tribute

Ride or Cry **Writer, Producer, & Editor**

* Short Form Documentary on Juiceboxxx Branded Partnership with Riotfest Magazine
* Emo Nite LA’s NYC Takeover Event Video Promo
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* iHeart Radio Pitch Video for Juiceboxxx
* Smallpools Mockumantary Branded Partnership with Shazam

Adobe Make The Cut **Producer, Editor, Colorist, & SFX Tech**

* Imagine Dragons “Believer” Music Video

Bachelors of Fine Arts Degree

Columbia College Hollywood

2012-2015

Promax Award

Fox Entertainment

2018 – 2019

Video Producer/Editor

CBS Interactive / Los Angeles / 2015-2017

* Conceptualized, developed, produced, and edited digital videos that exceeded +500,000 views. Typically 10-15 videos per week.
* Managed video content plans, video output schedules, and created video assets across all CBS shows including Survivor, The Late Show with Stephen Colbert, The Big Bang Theory and all award shows.
* Prioritized the launch of CBS All Access through SEO-optimized digital marketing for all original content such as Star Trek and Madam Secretary.
* Managed video assets throughout all production phases, including finishing and posting.
* Gathered quantitative data to develop an understanding of customer behavior, demographics, and future product development.

Writer/Producer

Fox Entertainment / Los Angeles / 2017-Present

* Launched 5 seasons of Network TV’s consecutive #1 show, The Masked Singer, through strategic content marketing. Successfully sparking awareness with a 40% season over season increase in social page growth, out of the box campaigns continue to raise the bar.
* Leads strategic planning and execution of digital marketing and content production across Fox Entertainment Shows.
* Spearheaded the shift in digital content creation from classic EPK, First Looks, etc… to platform-specific marketing trends.
* Establishes innovative concept geared towards optimizing brand strategy across social media, digital marketing, and affiliate stations.
* Bridges communication between teams to encourage a more collaborative workflow with company priorities at the focus.
* Works seamlessly with 3rd party post production teams to create exceptionally creative content that reflects audience sentiment.

SKILLS

WORK EXPERIENCE

EDUCATION

AWARDS

* Adobe Creative Suite
* Adaptability
* Leadership
* Problem Solving
* Storytelling
* Deep Understanding of Modern Marketing
* AVID Media Composer
* Microsoft Suite
* Data Analysis

Telly Award (Gold)

CBS Interactive

2013 – 2014

Spotlight Award

Fox Entertainment

2020 – 2021

A marketing professional with a wide range of skills and interests looking to find the perfect fit. Possesses a core understanding of platform specific audiences, video production, and professionalism. Values bold direction, efficiency, and trust. Hopes to bring a sense of leadership that is backed by confidence and respect.

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