

DANI JACKSON

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SUMMARY

Self-motivated integrated media professional with experience in advertising production, news broadcast production and music promotion.

EXPERIENCE

Sr. Integrated Producer, HAVAS Worldwide / Annex Chicago

June 2015 – Present

Workload includes RJ Reynolds Camel print, video, digital and experiential campaigns as well as Kmart, Kenmore and Ragu content videos.

- Line produced, agency produced and lead casting for 2017 Kmart Easter "Break it down": 30 spot.
- Produced 12 episode mini documentary series to be released July 2017 for Havas client.
- Delivered photography, BTS videos, and digital user generated content module for 8 week Open Canvas campaign that encouraged Camel.com consumers collaborate with mixed media artists Indie 184 and technologist Joshua Davis. With nearly 900,000 submissions, Open Canvas is currently Camel's most successful engagement program.
- Curated the creation of a 12'x5' perceptual shift sculpture art installation with featured artist Michael Murphy to re-launch Camel brand.
- Organized Chicago album release event for Roc Nation recording artist Vic Mensa's "There's A Lot Going On."
- Produced Lollapalooza after party/ game night for Dreamville recording artist Omen's DOPART creative collective.
- Utilize PeopleSoft software to create estimates, issue purchase orders and maintain invoices for business management.

Dani J. Way Productions

January 2015 – Present

Filmmaker/ Producer/ Artist

- Director/Producer of *Backside Stories* documentary series that tackles self-esteem, encouraging women to own the narratives about their bodies.
- Produced Creative Cypher and Chicago International Movies and Music Festival exclusive concert featuring David Banner at Promontory Chicago.

Producer, Leo Burnett

July 2010 – June 2015

Created integrated content across multiple platforms: TV/Broadcast, Radio, Digital, Print, OOH and Experiential. Brand experience includes: Nintendo, Samsung, Kellogg's, Allstate, Purina, Hallmark, and Comed.

- Produced extended 4-minute online video for Nintendo Super Smash Bros. Amiibo international campaign that garnered over 4 million views.
- Produced VIP Samsung 2015 CES Club des Chef event in Las Vegas and social content featuring Michelin-starred Club des Chefs members Michel Troisgros, Christopher Kostow and Daniel Boulud.
- Co-Produced Samsung International print ad campaign featuring global football star, Lionel Messi.
- Lead producer on Kellogg's Krave Cereal 3D animation campaigns and select Pop Tarts Crazy Good 2D animation spots.
- Received accolades in ADWeek, ADAGE and Creativity publications for: 60 spot "Good to Great" for Purina launch at Westminster Dog Show.
- Awarded 2012, Silver Chicago Addy's for Allstate radio spots Beach Volleyball, Courteous Driver and Neighbor.
- Produced Allstate Mayhem Quotes for Quotes Facebook and microsite experience providing potential customers with custom Mayhem t-shirts in exchange for an Allstate insurance quote.
- LB, Artist in Residence team member, curates artist showcases that encourage brand partnerships with independent and major label artists. Showcases include: Roc Nation, Zendaya, David Banner, Kat Dahlia, Eric Roberson, Marsha Ambrosius and Hypnotic Brass Ensemble.

Street Knowledge Media, Partner

January 2008 – July 2010

Consulted/ created content marketing solutions to build brand awareness and enhance consumer participation for upcoming artists on Epic Records and Universal Def Jam.

In 2008, created NipseyHussle.com for Epic Records, which became the labels 2nd highest trafficked website.

WKBW ABC-7 Buffalo, Freelance Executive Producer

August 2006 – December 2009

Managed a team of four producers that developed original content for independent programs Official Heat and UpFront TV, which broadcasted to over 1 million homes in Western NY, Northern Pennsylvania and Toronto. Roles included on-air personality, producer, editor and director.

ORGANIZATIONS

Coalesce Chicago, Content Manager

March 2017 – Present

Coalesce Chicago is an organization that advocates for diversity & inclusion within advertising, marketing and communication industries.

Creative Cypher, Board Member

January 2015 – Present

Non-Profit organization that empowers artists to create their own stories and provides diverse talent with a network of production resources.

OnBuildingCommunity.org, Founder

October 2014 – Present

Non-Profit organization that champions people, organizations and methods that restore local communities through volunteer opportunities, educational workshops and social gatherings.

ADCOLOR, Advisory Board Member

September 2009 – September 2014

ADCOLOR® is a non-profit organization whose mission is champion diversity in advertising, marketing, media, PR and entertainment industries.

EDUCATION

SUNY, University at Buffalo, Masters of Fine Arts, Media Arts Production

University of Illinois – Urbana, Champaign Bachelors of Science, Advertising