

# Maggie Dale

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## Work Experience

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### Digital Media Management

Project Manager

**Los Angeles, CA**

May 2024 - August 2025

- Point of contact for various social creative campaigns involving Disney, NBCUniversal, Lionsgate, Hulu, etc
- Built out campaign workbacks considering rounds of creative review, packaging, and final delivery
- Submitted creative tickets and provides daily status updates to cross-team partners
- Updated client-facing pricing documents based on agency rates accurately reflecting campaign budgets

### Dentsu Creative

Social Content Producer

**Los Angeles, CA**

July 2023 - January 2024

- Developed and lead social content production for Apple TV+ brand and title marketing efforts
- Acted as a liaison between internal creative and editing teams providing quality assurance for every asset
- Extended 360 marketing services to influencer and broadcast efforts for specific title campaigns
- Staged content prior to posting notifying partnering producers and managers for their feedback

### Digital Media Management

Junior Project Manager

**Los Angeles, CA**

September 2022 - May 2023

- Established the creative production cycle for entertainment clients: Fox Entertainment, Disney+, Hulu, Amazon Prime Video and Lionsgate
- Drafted and submitted 20-30 project management tickets weekly
- Adapted workflows based on social, OOH, ATL, and display marketing requests from clients
- Maintained good relationships with all stakeholders ensuring requests meet deadlines and expectations

### Digital Asset Manager

February 2021 - September 2022

- Downloaded and stored secure assets from the following clients: USA Network (AOR), Paramount Pictures, Warner Brothers, Sony, etc
- Continuously evolved asset and project management processes based on client needs informing colleagues throughout the campaign
- Streamlined social media assets by pulling clips or creating content from source material
- Kept documents and sheets up to date with latest security practices and specific file sourcing

### Castar

Social Media Marketing Coordinator

**Los Angeles, CA**

May 2019- February 2021

- Researched and sorted through different LA area castings to upload and share to Castar's 4,000+ users
- Analyzed entertainment industry and online trends to create and push social media content for 10,000+ followers
- Supported the nationwide expansion highlighting major entertainment hubs: New York City and Atlanta
- Pitched services and benefits to notable casting directors in the entertainment industry

## Skills

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- **Project Management Systems:** Basecamp, Trello, monday.com, Asana, AirTable
- **File Sharing:** IBM Aspera Cloud/Connect, Box, Dropbox
- **Adobe Creative Suite:** Premiere Pro, Photoshop
- **Google Drive**
- **Microsoft Office**
- **Social Media Managing/Marketing:** Facebook, Instagram, TikTok, YouTube
- **Social Content Production:** Opal

## Education

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### California State University, Fullerton

Bachelor of Arts in Business Administration

Concentration: Marketing

**Fullerton, CA**

January 2018 - December 2019