Maggie Dale

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Work Experience

Hearts & Science **Burbank, CA**
Senior Associate, Creative Asset Management (Warner Brothers) July 2026 - Present

- Coordinate end-to-end creative asset workflows for digital media campaigns across clients, agencies, media, and internal teams
- Create and maintain creative spec sheets in partnership with media and activation teams
- Lead creative kickoffs and communicate daily status, next steps, and risks to key stakeholders
- Partner with operations and trafficking teams to ensure assets are delivered and campaigns launch accurately and on time

Digital Media Management **Los Angeles, CA**
Project Manager 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 **Los Angeles, CA**
Social Content Producer 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 **Los Angeles, CA**
Junior Project Manager 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

Skills

• **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:** Google Docs, Google Sheets, Google Slides • **Microsoft Office:** Microsoft Word, Microsoft Powerpoint, Microsoft Excel, Microsoft Sharepoint • **Social Media Managing/Marketing:** Facebook, Instagram, TikTok, Youtube • **Social Content Production:** Opal

Education

California State University, Fullerton **Fullerton, CA**
Bachelor of Arts in Business Administration January 2018 - December 2019
Concentration: Marketing