

Maggie Dale

<https://www.linkedin.com/in/maggiedale/> (610) 787-2348
maggiedale96@gmail.com Los Angeles, CA

Work Experience

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

Castar

Los Angeles, CA

Social Media Marketing Coordinator

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

• **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

California State University, Fullerton

Fullerton, CA

Bachelor of Arts in Business Administration

January 2018 - December 2019

Concentration: Marketing