

# Dakota Deady

Producer, Writer, UX Consultant (A strange combo, I know)

[dakotadeady@gmail.com](mailto:dakotadeady@gmail.com)

[dakotadeady.com](http://dakotadeady.com)

## Experience

### **Google, New York — *Mobile UX Solutions Architect***

May 2022 - Present

- Consulted with dozens of fortune 500 clients on site and app UX, leading to millions of dollars in client revenue increases across engagements.
- Scaled team efforts by writing & animating educational videos shared with thousands of clients.

### **BuzzFeed, New York — *Video Producer***

May 2019 - April 2022

- Wrote, produced, and edited over 100 cross-platform videos and series for BuzzFeedVideo, BuzzFeed Multiplayer, and Bring Me - totaling over 300 million views.
- Developed social strategy to grow multiple social channels by hundreds of thousands of subscribers/followers.

### **pubtrivia.ninja, New York — *Trivia Host***

April 2020 - June 2021

- Wrote, Produced, and Hosted 50 weekly charity trivia nights during the pandemic. Raised over \$20,000 for dozens of nonprofits.

### **Snakt, New York — *Social Content Producer, Lead Designer***

April 2016 - May 2019

- Produced and edited social content for existing and emerging social platforms, including photoshoots, video shoots, and pop up events.
- Redesigned two social video applications from the ground up, collaborated with developers to deliver app assets.

### **Film & TV Work, New York — *Freelance***

January 2015 - May 2019

Writer/Director - "Maggie" Short Film  
Editor - Flo Rida "Cake Challenge"  
Producer - Neigene Beauty Web Ad  
Art Director - LovePop Valentines TV Ad  
Art Director - LovePop Holiday Ad  
Art PA - "Here and Now" Feature Film  
Creator - Dakota Deady Social Channels With 2M+ Views

## Education

### **NYU Tisch**

September 2014 - May 2018

BFA in Film & Television Production

## Skills

- Adobe Creative Suite (Premiere, AE, PS)
- Avid Media Composer, Pro Tools
- Maya
- Motion Graphics
- Content Strategy
- Production Coordination
- Script Writing
- Video Hosting/Presenting
- Social Media
- Project Management
- Team Management
- HTML/CSS/Javascript

## Awards

### **NYU Producer's Grant**

October 2017

### **Steve Bing Award**

May 2018

### **Tony Hawkins Award**

Special Commendation for 'Wool'  
April 2015

## Hobbies

- 3D Printing
- Cooking
- Embroidery
- Tabletop Games
- Trivia Host

*References available upon request*