

Dakota Deady

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

dakotadeady@gmail.com

dakotadeady.com

Experience

Google, New York — *UX Consultant, Social Video Producer*

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.
- Produced social videos for upcoming product launches.

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
- 2D Motion Graphics
- Production Coordination
- Screenwriting
- Video Hosting/Presenting
- Social Media Content Strategy
- Project Management
- Team Management
- UX Design
- Consulting
- 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

References available upon request