

# SHIRA DANIELS

## PRODUCER / PROJECT MANAGER / OPERATIONS

### SUMMARY

Shira is a wearer of many hats despite her very average-sized head. She is, at her core, a storyteller, a leader, a problem solver, a builder of systems, a client whisperer, a talent hand-holder and a juggler. She has 17+ years of diverse experience spanning creative production and operations, with proven expertise in orchestrating multifaceted projects and delivering results.

### SELECTED EXPERIENCE

#### DIRECTOR OF CONTENT OPERATIONS / PRODUCER

BookClub | Multimedia Branded Content for Startup Company

- Managed all logistics, serving as the point person for team pipeline
- Set department priorities and ensured team hit their KPIs
- Transitioned Content team from B2C to B2B enterprise model
- Pursued and secured new publishing partners and negotiated contracts
- Kept tasks organized and outcome focused to meet client deadlines
- Wrote and proofed content prior to release to both internal and external stakeholders
- Crafted thoughtful interview and Q&A questions for video content
- Produced shoots featuring Jessica Alba, Barbara Corcoran, Gary Vaynerchuk, Emma Roberts Hasan Minhaj, Eva Chen, Daymond John and more

#### LINE PRODUCER

Hiker Creative | Commercial

- In charge of creating and overseeing budgets and production schedules
- Locked locations, secured permits, hired crew, handled payroll, and approved timecards
- Negotiated rates with outside vendors and signed off on contracts

#### SENIOR PRODUCER / DIRECTOR

Magnet Media | Branded Content

- Managed team and oversaw life cycle of branded content from scope of work to delivery
- Conveyed and carried out strategy across multiple departments
- Wrote creative briefs and schedules, designed storyboards, and fielded client feedback
- Implemented budgets on projects ranging from \$20k to \$400k

#### HEAD OF PRODUCTION

The Love Group | Non-Profit Organization

- Developed and maintained marketing collateral, which was used to generate new business
- Designed and created pitch deck presentations for potential investors and clients
- Consulted on website design, wrote copy, and social media content
- Conducted competitor research and analyzed external market trends
- Wrote, directed and staffed all branded content shoots

#### SEGMENT PRODUCER

Weinberger Media | *True Conviction* (Investigation Discovery)

- Conducted research to find compelling stories that align with the show's brand
- Crafted story pitches for internal stakeholders and network executives
- Secured participation from victim's family, law enforcement and district attorneys
- Wrote and conducted in-depth interviews to create captivating episodes

#### FIELD PRODUCER

Magilla | *Road Hawks* (History)

- Facilitated shoots by directing scenes, leading the crew and conducting interviews
- Developed storylines and arcs with a focus on differentiating material from competitors
- Partnered with other departments to carry out goals and meet deadlines
- Created production schedule and acted as liaison for talent

### TRAINING & EDUCATION

#### CERTIFICATE IN PRODUCT MANAGEMENT

*General Assembly*  
2020

#### AVID 101 CERTIFICATION

*Future Media Concepts*  
2009

#### BA CINEMA STUDIES

*SUNY Purchase College*  
2007

### SKILLS

Leadership, Budgets, Payroll, Copywriting, Brand Strategy, Staffing, Schedules, Permits, Releases, Call Sheets, Pitch Decks, Adobe Creative Suite, G Suite, Slack, Notion, Canva, Figma, Keynote, Squarespace

Graphic Design

Web Design

### PROFESSIONAL AFFILIATIONS

Producers Guild of America (PGA)

National Academy of Television Arts & Sciences

British Academy of Film & Television Arts (BAFTA)

New York Women in Film & Television

Film Independent

### CONTACT

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NYC

## CREDITS

### PRODUCER

Bobbie Baby, Inc. | Multiple Commercials

January - March 2024

### LINE PRODUCER

Medtronic / Hiker Creative | Commercial

October 2023

### DIRECTOR OF CONTENT OPERATIONS

BookClub | Branded Content and Interviews

December 2022 - September 2023

### PRODUCER

BookClub | Branded Content and Interviews

March 2021 - December 2022

### CO-PRODUCER

Blackfin | *The Murder Tapes* (Investigation Discovery)

September 2020 - March 2021

### LINE PRODUCER

The Film Collaborative / Podium Pictures | Fiscal Sponsorship Budget

January 2021 - February 2021

### LINE PRODUCER

UFC / Podium Pictures | Branded Content

November 2020 - December 2020

### HEAD OF PRODUCTION

The Love Group | 501c3 Nonprofit Content

May 2017 - December 2020

### SEGMENT PRODUCER

Weinberger Media | *True Conviction* (Investigation Discovery)

September 2019 - May 2020

### SENIOR PRODUCER

Carbon 3D / Magnet Media | Branded Content

July 2019 - September 2019

### SENIOR PRODUCER / DIRECTOR

Greenhouse Software / Magnet Media | Branded Content

June 2019 - July 2019

### SENIOR PRODUCER / DIRECTOR

On2It Cyber Security / Magnet Media | Branded Content

May 2019 - June 2019

### ASSOCIATE PRODUCER

Weinberger Media | *True Conviction* (Investigation Discovery)

August 2018 - April 2019

### FIELD PRODUCER

Truly Original Media | *Deal or No Deal* (CNBC)

July 2018

### FIELD PRODUCER

Magilla | *Road Hawks* (History Channel)

June 2016 - January 2017

### ASSOCIATE PRODUCER

Magilla | *Lakefront Bargain Hunt* (HGTV), *Beachfront Bargain Hunt* (HGTV), *Diesel Brothers* (Discovery)

May 2015 - May 2016

### ASSOCIATE PRODUCER

Ish Entertainment | *Money & Violence* (Lionsgate)

January 2016

### ASSOCIATE PRODUCER

Throbbing Temple Productions | *Rocky Horror Saved My Life* (feature documentary)

February 2015 - June 2015

### PRODUCTION COORDINATOR

Zodiak | *Building Hawaii* (HGTV), *Lizard Lick Towing* (truTV), *Unearthed* (Discovery), *Hardcore Pawn* (truTV), *Smoky Mountain Money* (NatGeo), *Risky Listing* (Esquire),

May 2011 - May 2015

### ASSOCIATE PRODUCER

Striped Entertainment | *Indigo Children* (feature film)

January 2014 - March 2014

### PRODUCTION COORDINATOR

NBCUniversal / *The Maury Show*

January 2008 - May 2011

### ASSOCIATE PRODUCER

Keith Black Productions | *Driving Me Crazy* (feature film)

July 2007 - May 2008

### PRODUCTION MANAGER

Madvision | *Slow Your Roll: Extreme Comedy* (Lionsgate), *The Proving Ground* (Lionsgate)

September 2007 - December 2007