

SHIRA DANIELS

PRODUCER / PRODUCTION MANAGER / OPERATIONS

SUMMARY

Shira is a wearer of many hats despite her very average-sized head. She is, at her core, a leader, a problem solver, a builder of systems, a storyteller, 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

LINE PRODUCER

JS Pictures | *Let's Swim* (short film)

- Led and motivated cross-functional production teams, fostering a collaborative environment
- Created and managed budget, including cost estimation, allocation and tracking of expenses
- Hired and onboarded crew and talent, building and indexing contracts
- Processed all invoices, receipts and reimbursements
- Secured production insurance, managed policy and issued COIs
- Ran the set, enforcing strict compliance with health and safety, maintaining a zero-incident record

PRODUCER

Bobbie Baby, Inc. | Branded Content

- Successfully managed production budgets for multiple projects at once
- Consistently achieved significant savings while maintaining high production quality
- Implemented rigorous cost tracking systems
- Developed and maintained detailed production schedules
- Negotiated favorable contracts with vendors, contractors, and locations
- Cultivated strong working relationships with the client, crew members and talent

DIRECTOR OF CONTENT OPERATIONS / PRODUCER

BookClub | Multimedia Branded Content for Startup Company

- Managed all logistics and priorities, serving as the point person for team pipeline and KPIs
- Transitioned Content team from B2C to B2B enterprise model
- Kept tasks organized and outcome focused, always meeting deadlines
- Wrote and proofed content prior to release to both internal and external stakeholders
- Budgeted millions of dollars worth of shoots during nearly 3 year tenure
- Produced interviews featuring Jessica Alba, Barbara Corcoran, Emma Roberts, Gary Vaynerchuk, Hasan Minhaj, Eva Chen, Daymond John and more

LINE PRODUCER

Hiker Creative | Commercial

- In charge of overseeing the budget, ultimately coming in \$20k under
- Built the production schedules, which included multiple company moves, and never hit OT
- Scouted and locked all locations, as well as secured permits for street and drone shooting
- Hired crew, handled payroll, and approved timecards
- Negotiated rates with outside vendors and signed off on all 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 to multiple department heads
- Wrote creative briefs and schedules, designed storyboards, and fielded client feedback
- Implemented budgets on projects ranging from \$20k to \$500k

LINE PRODUCER

Podium Pictures | Branded Content for UFC

- Created \$3 million budget for UFC's *Return to Fight Island*

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, Schedules, Staffing, Contracts, Locations, Permits, Releases, Call Sheets, Copywriting, Brand Strategy, 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

LINE PRODUCER JS Pictures <i>Let's Swim</i> (short film)	February 2024 - May 2024
PRODUCER Bobbie Baby, Inc. Commercials / Branded Content	January 2024 - April 2024
TALENT PRODUCER Deviants Media iHeart Media Podcast Awards 2024	February 2024 - March 2024
LINE PRODUCER Hiker Creative Agency Commercial for Medtronic	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 <i>The Murder Tapes</i> (Investigation Discovery)	September 2020 - March 2021
LINE PRODUCER Podium Pictures Fiscal Sponsorship Budget for The Film Collaborative	January 2021 - February 2021
LINE PRODUCER Podium Pictures Branded Content for UFC	November 2020 - December 2020
SEGMENT PRODUCER Weinberger Media <i>True Conviction</i> (Investigation Discovery)	September 2019 - May 2020
SENIOR PRODUCER Magnet Media Branded Content for Carbon 3D, Greenhouse Software, On2It Cyber Security	May 2019 - September 2019
ASSOCIATE PRODUCER Weinberger Media <i>True Conviction</i> (Investigation Discovery)	August 2018 - April 2019
FIELD PRODUCER Truly Original Media <i>Deal or No Deal</i> (CNBC)	July 2018
PRODUCER The Love Group Org 501c3 Nonprofit Branded Content	February 2017 - June 2018
FIELD PRODUCER Magilla <i>Road Hawks</i> (History Channel)	June 2016 - January 2017
ASSOCIATE PRODUCER Magilla <i>Lakefront Bargain Hunt</i> (HGTV), <i>Beachfront Bargain Hunt</i> (HGTV), <i>Diesel Brothers</i> (Discovery)	May 2015 - May 2016
ASSOCIATE PRODUCER Throbbing Temple Productions <i>Rocky Horror Saved My Life</i> (feature documentary)	February 2015 - June 2015
PRODUCTION COORDINATOR Zodiak <i>Building Hawaii</i> (HGTV), <i>Lizard Lick Towing</i> (truTV), <i>Unearthed</i> (Discovery), <i>Hardcore Pawn</i> (truTV), <i>Smoky Mountain Money</i> (NatGeo), <i>Risky Listing</i> (Esquire),	May 2011 - May 2015
ASSOCIATE PRODUCER Striped Entertainment <i>Indigo Children</i> (feature film)	January 2014 - March 2014
PRODUCTION COORDINATOR NBCUniversal <i>The Maury Show</i>	January 2008 - May 2011
ASSOCIATE PRODUCER Keith Black Productions <i>Driving Me Crazy</i> (feature film)	July 2007 - May 2008
PRODUCTION MANAGER Madvision <i>Slow Your Roll: Extreme Comedy</i> (Lionsgate), <i>The Proving Ground</i> (Lionsgate)	September 2007 - December 2007