

DANA LEONARD

Producer

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I offer over 9 years of experience in both the UK and US in all things production & content creation, working with some of the biggest television networks, established brands, and leading agencies. I have worked on a wide range of complex projects as a producer and producer / director within the branded content and TVC sector. I have also been a part of teams crafting compelling stories for television series and specials airing on leading networks. I am passionate about creating all types of media – from animation to live action to documentary – to tell stories past, present, and future.

Website: www.danaproductionleonard.com

RTW: American Passport + UK Work Visa

Awards

Adrian Wards - Gold Medal, Integrated Marketing Campaign (Brand USA Hear the Music Campaign)

Branded Content Documentaries

Redbull: *Don't Look Down*

Vogue: *CFDA Fashion Fund Challenge Series*

TV Commercials + Branded Content

AMV BBDO: Sheba Hawaii Hope Grows Campaign

BBDO Croatia: Staropramen Mr. Prague Campaign

Netflix: A Look Behind Rapman's Supacell

Netflix: Grow Impact Finance in Amsterdam + London

Netflix: Grow Creative in Paris

BBDO: Ferrari Purosangue

Google: Android Tablets Built by You!

EY: Bringing Back British Steel

Drax: A Historical Look

Bayer: Together We Will Come Back Stronger

Instacart: You Have Better Things to Do

Brand USA: Hear the Music Campaign

Olay: Female Pilot Campaign

The New York Times: Stella Artois Host One to Remember

Vogue: 100 Years Designer Series

Silhouette: Winter Look Campaign

Ralph Lauren: Mother's Day Fragrances

Square: POS Series

Kiehl's: Men's Grooming

Amore Pacific: Laneige Spring Social Campaign

Deloitte: TSA Pre-check

Comcast: Olivia Munn's Holiday

A+ E Networks: Design Your Style

Bloomingdale's: Holiday Circus

Neutrogena: Olivia Holt Campaign

*links + full credit list available on request

Music Videos + Music Content

SofiTukker: Wet Tennis Concert Visuals

Feature Documentaries + Series

Amazon Prime UK: *3 Mothers (Working Title)* 3 x 50 / US Locations Producer

- Factual investigative series exploring the complex issue of overseas adoption at the dawn of the internet which sparked a debate, and later reform, of international adoption law in the UK.

Netflix: *This Changes Everything* / 1 x 90 / Field Producer

- Feature documentary about the gender disparity in the film and television industry.
- Highly sensitive subject matter. Gained access to A list celebrity contributors

TCM: *King of Cool* / 1 x 90 / Field Producer

- Feature documentary about Dean Martin
- Combination of archival and present day footage to tell a historical story

CNN: *Fresh Dressed* / 1 x 90 / Post Associate Producer

- Feature documentary about the history of hip hop and the influence urban fashion had on culture from the 1970's to present day

Festival Applications: *The Daily Tragedies of Serafim Todorov* / 1 x 90 / Associate Producer

- Feature documentary about the last boxer to defeat Floyd Mayweather, Bulgarian boxer Serafim Todorov
- Gained access to celebrities close to the story

Viceland: *2 Chainz' Most Expensivest: Seasons 1 + 2* / 25 x 30 / Associate Producer

- Celebrity hosted show discovering the most expensive niche items and experiences around the US
- Gained access to various high profile items at no cost to the production

Animation Series

Sprout / Cartoonito: *Little People: Season 1* / 52 x 11 / Associate Coordinating Producer

- Animated series distributed worldwide from HiT Entertainment / Mattel Studios
- Global team composed of producers in New York, animation in Halifax, voice over talent in Los Angeles, and post in London.

EDUCATION

Marquette University | Milwaukee, Wisconsin

2014

City University | London, UK

2012