

DIANE JACKSON

Creative Production & Operations Executive

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EXECUTIVE SUMMARY

I'm a conscientious, award-winning production leader and global brand builder with 20 years of deep expertise across every aspect of production & operations, including the creation of fully integrated campaigns, long format films, television commercials, digital, radio, OOH, social media, "always-on" content, VR/AR, and live experiences, activations and events. While I've worked on a wide variety of big global brands and told a myriad of stories in my career, I'm most passionate about telling stories and creating experiences that truly connect with people, inspire them, entertain them, and create communities. I believe in work that is purpose driven and where possible, can be scaled for greater impact and results.

- ° An inspiring, fair leader that cares deeply about building a happy, high functioning team
- ° A connector of people, who brings together diverse teams of creators across media channels
- ° A 24/7 recruiter & attractor of talent
- ° A production leader with impeccably high standards
- ° An aptitude for organizational design of agile & evolving production teams

WORK EXPERIENCE

META (October 2021- November 2022)

DIRECTOR, GLOBAL HEAD OF PRODUCTION, CREATIVE & EXPERIENTIAL

FACEBOOK (July 2021 - October 2021)

DIRECTOR, GLOBAL HEAD OF PRODUCTION, CREATIVE & EXPERIENTIAL

Global Content Development, Global Creative Development, Global Experiential & Industry Marketing

Led Global Production for Creative & Experiential within Global Business Marketing.

Supported Global Content Development, Global Experiential and Industry Marketing and Global Creative Development. Supported regional creative hubs working with agencies, production companies, and creators in the strategic positioning and execution of ideas, campaigns, content, and experiences for Facebook, Instagram, WhatsApp, Messenger, Quest, and Horizon Worlds.

Implemented operational changes for optimization and compliance, while also expanding capabilities and impact, notably web and digital production and business affairs and legal.

Led Production on major Meta initiatives;

- Executive Producer for Meta "Connect", the largest company-wide initiative outlining Mark Zuckerberg's vision and priorities for the future of the company. Over 100 developer sessions, the Metaverse Live Event and the Opening Film.
- "Meet Meta" the company's Global Business Re-brand, launched at Adweek 2022. In partnership with R/GA. Series of integrated deliverables to showcase the power of Meta's tools and platforms for business optimization.
- Meta "Beach" Activation & Experiences at Cannes Lions Festival – Production. Lead for all Meta stakeholders across all divisions. Selected and managed partners in the build of the Meta Stage and three beach pavilions to showcase Meta's Immersive Learning, Creator Reels Studio and Horizon Worlds. Integrated brand partnerships with Mini, Fender and Wendys in VR. Led content creation & capture for the event, including deliverables for Meta's Executive Leadership team for their speaking engagements and Creator sessions. AR/VR Activations, including Festival Badge for 15,000 delegate passes.

- #BuyBlackFriday – E&I initiative to support black owned business in a LIVE on platform talk show in partnership with Westbrook Productions. Activation included store front build-outs, recognized by Communication Arts.
- Global Brand Photo Library- ran global pitch and proof of concept program to establish long term relationship between Shutterstock and Meta
- Led Meta's first and only NFT activation.
- Supported "Always on" platforms for Instagram and FB for Business
- Expanded Meta's Global Master Supplier program.
- Co-authored Meta's industry-wide Production Playbook.

DDB WORLDWIDE (2006 – July 2021)

CHIEF PRODUCTION OFFICER

Board Member, Agency Executive Leadership Team | Served on Global Creative Council

Led an integrated production team in the creation of groundbreaking work, including Skittles "Broadway the Rainbow", Skittles "Exclusive the Rainbow", Coors Light "Big Game Commercial of Your Dreams: Dream Study", and McDonald's "Hijack the Super Bowl", all bypassed TV media to produce "most talked about" Super Bowl ads that generated 6B+ cumulative impressions, \$80MM+ in earned media, and \$0 in Super Bowl spend.

- Attracted, hired, and built a world-class production community of 200+ producers, editors, business managers, developers, and talent specialists.
- Led production teams in building \$1.2B+ in content and experiences across all mediums.
- Produced campaigns with budgets both big and small, ranging from User Generated Content campaigns, Super Bowl commercials and ambient media to episodic reality series, and experiential events for global campaigns, with hundreds of asset deliverables and adaptations.
- Responsible for global production projects & building appropriate teams and capabilities, including projects in Africa (Morocco, South Africa), Asia (Japan, New Zealand), EU (UK, France, Italy, Spain, Czech Republic, Estonia, Slovenia), LATAM (Argentina, Mexico, Belize & Brazil).
- Identified and implemented operational systems to leverage efficiencies for market spend and amplification of scaled solutions.
- Responsible for prototyping and feasibility testing ideas through early collaboration with creative directors, partners and clients, and elevating ideas throughout the entire production process.
- Maintaining ridiculously high standards throughout every production, ensuring that craft and originality are embedded in everything created and that the work was held to the highest standards, whether a small budget/client or on a larger scale.
- Envisioned and executed integrated production road map for 10+ years for blue chip global clients.
- Developed presentation strategy and crafted pitch theater for all new business activity and in partnership with agency pitch teams, generated multi-billion-dollar cumulative revenue for DDB Chicago, securing new client business for U.S. Army, Jeep, Alfa Romeo, Kohler, Mars Wrigley, PepsiCo, McDonald& and State Farm.
- Supported a D&I initiative from the ground up (Black Out Loud).
- Championed and supported Chicago Community Philanthropic efforts. Off The Street Club(OTSC), After-school program for Boys and Girls in one of Chicago & toughest neighborhoods, Free Spirit Media, an inner-city program introducing kids to career opportunities in film and media. Ronald McDonald House Charities, fundraiser and awareness campaigns. Dress for Success, providing mentorship and clothing drives for women looking to re-enter the workforce.
- Designed and built DDB's 10,000sqft in-house studio and post-production studio and partner affiliations. This included managing client procurement negotiations, contractor hiring & contingent worker management, establishing rate-cards and managing P&L & OPEX.
- Led two agency moves and worked with architects to design DDB offices. Interior designed both spaces.

BBDO WORLDWIDE (2003 – 2006)

SVP, DIRECTOR OF INTEGRATED PRODUCTION

- Built BBDO Chicago's integrated production operation from scratch, from defining KPIs and elevating production craft (expanded Broadcast, Content, Digital, Gaming), to producing experiences that were recognized with, among other honors, BBDO Chicago's first Cannes Lions.
- Led production for 100+ campaigns, from worldwide executive pitches, client onboarding, and complex budgeting, to project delivery end-to-end (production, post-production, activation). Introduced new in-house capabilities, such as music, sound design, and post-production, which reduced OPEX and amplified quality.

DDB WORLDWIDE (2000 – 2003)

VP, EXECUTIVE PRODUCER

- Oversaw production of commercials and experiences for clients including, Budweiser, Bud Light, Energizer, McDonald's and JC Penney.
- Entrusted with the production of 150+ commercials in 6 months (30 consecutive shooting days) for one of DDB's key global clients, Exxon Mobil, amid arguably its most aggressive production deadline ever, with a \$10MM budget; completed project on-budget, on-schedule, and rolled out ads across 40+ countries.

ADDITIONAL EXPERIENCE

MANARCHY FILMS, Line Producer, Chicago, IL

Led success of 100+ campaigns for the international commercial production company, Manarchy Films.

Produced advertisements for leading automakers (Porsche, VW, Toyota, Lincoln, Infinity), beauty companies (Estee Lauder), and consumer goods multinationals (Johnson & Johnson, Nike, PepsiCo - Gatorade).

BERRY AND COUTTS, Line Producer, London, UK

Guided the day-to-day productions of London-based commercial production company, Berry and Coutts.

Produced some of the most beloved commercials in British ad history, including Nescafé Gold Blend (Taster's Choice) and Oxo.

RSA, PAUL WEILANDS & ASSOC., ORTMANS YOUNG, Production Manager, London,

UK MCCANN-ERICKSON, Production Assistant, London, UK

VICTORIA & ALBERT MUSEUM, NATIONAL ART LIBRARY, Research Assistant, London, UK

EXTRACURRICULAR ACTIVITY

Served as EP of Chicago's 2016 Olympic Bid in Copenhagen; Produced Chicago Marathon's musical anthem with the Los Angeles Philharmonic; Produced Clinton Foundation's 10-Year Anniversary, interviewing Tony Blair, President Clinton, Barbara Streisand, and Jay-Z to name but a few.

EDUCATION

Bachelor of Arts in Library & Information Sciences | Bachelor of Arts in Video & Film Production

BRIGHTON UNIVERSITY, Sussex, England

SELECTED HONORS AND AWARDS

Woman of the Year, Advertising, Marketing and Public Relations

2018 Gold Stevie Award

Cannes Lions, 30+

Clio Awards, 20+

The One Show Awards 25+

London International Awards

20+ D&AD Pencils, 15+

GLOBAL JURY MEMBERSHIPS

Jury President

LONDON INTERNATIONAL AWARDS, A-LIST AND ADAGE CREATIVITY AWARDS

Juror

CANNES LIONS, D&AD AWARDS, AICP CURATORIAL PANEL, SHOTS AWARDS, MOMA Juror, THE ONE SHOW AWARDS, THE ONE CLUB, CICLOPE LATINO, AFRICA, ASIA FESTIVALS OF CRAFT

GLOBAL CONFERENCE PRESENTATIONS & SPEAKING ENGAGEMENTS

Keynote Speaker, THE WOMEN IN FILM FORUM, New York, New York
Speaker, BOARDS MAGAZINE SUMMIT, New York, New York
Speaker, CICLOPE INTERNATIONAL FESTIVAL OF CRAFT, Berlin, Germany
Speaker, CICLOPE LATINO FESTIVAL OF CRAFT, Mexico City, D.F., Mexico
Opening Remarks, Commitment to Excellence Award, THE HUGO AWARDS, Denver, Colorado
Presenter, "Collaboration in Pursuit of Magic" JIM STENGEL'S CMO ACCELERATOR PROGRAM,
CANNES LIONS FESTIVAL OF CREATIVITY, Cannes, France

PUBLICATIONS & MEDIA COVERAGE

Including;

The Future of Super Bowl Ads Doesn't Include TV—or Football (Skittles Commercial: The Broadway Musical), WIRED
Jeep Scores Big With '4x4ever' Super Bowl Ad, Song (Fiat Chrysler Automobiles Commercial: 4x4ever), BILLBOARD
Coors

Didn't Buy A Super Bowl Ad. It Wants Into Your Dreams Instead (Molson Coors Commercial:
Dreams), FORBES Women in Advertising: Diane Jackson, ADFORUM

DDB Enlists Production Exec Diane Jackson, ADWEEK

Cannes Lions, AICP Next Awards Judges Share Thoughts on Biz, SHOOT MAGAZINE

DIANE JACKSON

TESTIMONIALS

"Essex bird who gets shit done"

RINGAN LEDWIDGE, Director
RATTLING STICK

"Di is a legend and rock star wrapped into one. She loves bold ideas. She loves the craft. She is the kind of producer that can make the impossible possible, because she knows having a truly breakthrough idea is only as good as our ability to bring it life, and that's what she does. She works tirelessly to bring it to life.

MICHELLE ST. JACQUES, CMO
MOLSON COORS BEVERAGE COMPANY

"Diane Jackson is the consummate professional in the field of production; however, her talent and expertise extend well beyond that area. She is incredibly adept at bringing multi-dimensional and compelling brand stories to life. I sincerely value her as one of the premier Chief Production Officers in the industry."

KIM ADAMS HOUSE, Head of All Brands
FIAT CHRYSLER AUTOMOBILES

"Diane has an impeccable eye for talent, instinctively knowing how to spot potential. It doesn't matter if someone has what others would see as "pedigree," Diane looks for raw talent and when she sees it she champions it"

LINDA WASTE, Global Head of Talent Acquisition
ELECTRONIC ARTS

"I wouldn't be in the position I am in now, if it wasn't for Diane, and I'm not alone. Those who have been fortunate enough to work under Diane have risen to impressive ranks thanks to her impactful influence and steadfast investment in our careers."

MATT HUNNICUTT, Former Executive Director of
Production WIEDEN+KENNEDY

