

KENNEDY DAVEY

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Areas of Expertise

Operations | Scheduling | Budgeting | Building Relationships | Business Affairs | Marketing | Cross-Functional Coordination | Production Management | Storytelling | Social

EXPERIENCE

Dec 2023 **Freelance Executive Producer**

to Present Producing content for various agencies and production companies.

Sept 2022 **Peloton, Contract Creative Production Lead**

to Nov 2023 In addition to producing recent ATL/BTL/OOH work, I supported building the production operations for the internal creative agency. Some duties included:

- Creating a Global creative foundational process so production remains consistent across our London, Sydney and NY offices, adaptive for any freelancer to jump into seamlessly.
- Working cross-functionally with legal, procurement, content, marketing retention and creative to ensure production strategy and efficiency are top of mind.
- Providing a ballpark calendar and budget at the outset of every marketing campaign brief, which was included with the RFP's.
- Maintaining relationships with production vendors so we are in good standing and ready to move into production at a moment's notice.
- Reviewing budgets, green lighting projects, keeping an eye on expenses and tracking actuals to ensure productions were being managed effectively.

Sept 2021 **Maximum Effort, Head of Production**

- to Sept 2022**
- Led the creation and development of the production department, overseeing its growth and operations from inception.
 - Produced high-quality, quick-turnaround productions for clients such as Build.com, Peloton, Betty Buzz, Mint Mobile, Wrexham AFC, Angi, and more.
 - Managed the production of Peloton's "Sex and the City" spot, which garnered 6.4B media impressions (approximately \$19.2M in earned media value) and generated 887 local and syndicated press hits.
 - Launched the [Mr. MNTN](#) campaign in April 2022, resulting in a 34% increase in organic search referrals, a 50% increase in overall site traffic, and a more than 200% increase in MNTN demo requests. Brand awareness also rose from 10% to 15%.
 - Implemented streamlined processes and standardized documents to enhance efficiency and consistency across projects.
 - Team management: Built and managed freelance teams, hiring full-time staff including producers and business affairs.
 - Established a preferred vendor list for all areas, negotiating preferred rates and ensuring cost-effective production practices.

2019 **Freelance; Line Producer, Executive Producer**

to 2021 Produced content for:

- Nike
- Google
- Moxie Pictures
- Peloton
- Greenpoint Pictures
- Vice Media
- Actively engaged as an executive producer for short films, recently, collaborating with actor/director Yaron Lotan on a short featuring Jason Sudeikis.

2018 ACE Content, Head of Production

- Set-up and grew an in-house agency production team to oversee branded content for all clients within the NYC office. Clients include; Coca-Cola, S.Pellegrino
- Provided business affairs for each production.
- Input and negotiated budgets for new business ops, ensuring margins are built in and delivered.

2017 The Mill, Live-Action Executive Producer

- Worked directly with brands to help concept, strategize and produce their campaigns without typical agency involvement. Included oversight from inception, through live-action and post.

2013 to 2017 Anomaly, Senior Creative Producer

- Traditional agency producer, responsible for production (TVC, digital, social, print, long form, short form, experiential) across many AOR clients:
 - Budweiser,
 - Panera Bread,
 - Converse,
 - Dicks Sporting Goods,
- Received a Bronze Lion and multiple shortlists for 'Converse: Made by You' at [Cannes 2015](#).

2010 to 2013 20th Century Fox, 1492 Films, NBC, Cherry Adams
Somewhat related & notable past jobs:

- Field Producer for NBC Primetime Show, *Vancouver 2010 Olympics*
- Assistant to Chris Columbus, Mark Radcliffe and Michael Barnathan
- Assistant to Wally Pfister and Chris Nolan, *Inception*
- Assistant to Joe Hartwick, Head of Physical Production, 20th Century Fox
- Assistant to Ben Stiller, Red Hour Films, *The Heartbreak Kid*
- Assistant to Shawn Levy, Director, *Night at the Museum*
- VFX Assistant Coordinator on *Night at the Museum 2* and *Snow Buddies*

EDUCATION

2008 The Art Institute of Vancouver, Certificate, WSET Level 1 Wine Sommelier Program

2004 to 2006 British Columbia Institute of Technology - Diploma of Technology Broadcast and Media Communications, Specialty: Television

ASK ME ABOUT

Moderating a panel at SXSW 2023. My side hustle for the [Ghetto Film School](#). Stage managing the Woodstock Film Festival. Overseeing the building of a house from scratch in the Catskills. Raising a sweet natured but often pantsless toddler. I enjoy traveling, pilates and knowing the rules (so I may occasionally break them).