

# Jennie Davis

## Senior Creative Producer & Creative Operations Lead

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*Senior producer and creative operations lead with 10+ years of experience delivering integrated campaigns, cross-channel creative productions and live events. Known for translating ambitious concepts into executable plans, leading cross-functional teams, and building production systems that improve visibility, resourcing, and delivery.*

### PROFESSIONAL EXPERIENCE

#### DE-YAN

##### Senior Creative Producer (Contract)

**New York, Remote**

April 2026 - May 2026

*Project: YouTube x Google Brandcast (Live Event)*

- Creative producer for YouTube's annual live keynote, leading creative segments for Dude Perfect, Jesser, and Coach.
- Oversaw 2D/3D motion design; delivered actionable feedback on multi-screen stage graphics
- Tracked deliverables against the master show plan for a time-sensitive live broadcast; presented daily to Google/YouTube partners and translated feedback into revisions.
- Attended on-set rehearsals and executed live edits to align with evolving show direction.
- Managed final asset packaging and handoff to show programming for live execution.

#### FCB (Omnicom)

##### Senior Integrated Producer (Contract)

**Toronto, Remote**

January 2026 - March 2026

- Led integrated production for campaigns across OLG, BMO, and Home Depot, translating creative concepts into executable plans across digital, social, broadcast, and OOH.
- Delivered high-visibility DOOH/OOH executions including TTC full wraps, Union Station, and Dundas Square placements, managing vendors, timelines, and large budgets through launch.
- Partnered with Creative, Account, and Art Direction teams to assess feasibility, mitigate production risk, and maintain consistency across campaign touchpoints.

#### Bien

##### Senior Creative Producer (Contract)

**Los Angeles, Remote**

April 2025 - Present

- Lead producer on three engagements: Mozilla Firefox multi-channel campaign, Meta Creators project, and Front Row dual-video initiative.
- Owned client communication, budgets, schedules, and resource allocation; coordinated design, motion, and edit through delivery.
- Partnered with ADs/CDs on art direction; translated concepts into executable asset plans; reviewed/approved key frames and styleframes.
- Managed teams of 2–10 across creative disciplines; delivered 80+ assets across social, web, and video with 100% on-time handoffs.

#### Fractional Operations Lead

##### Self Employed

**Remote**

August 2025 - Present

- Built ClickUp production workflows for a growing animation studio: templates, task structures, contract frameworks, financial trackers, and internal documentation.
- Standardized scoping, budgeting, and delivery to improve visibility and reduce leadership bottlenecks across concurrent projects.
- Implemented Notion-based CRM, project tracking, and vendor communication workflows for independent producers and studios.

**Mothers Of Mograph**  
**Co Founder**

**Remote**  
*August 2023 - Present*

- Co-founded a 300+ global community focused on mentorship, visibility, and career support within motion design.
- Led partnerships, programming, and events that kept participation free and sustained long-term engagement.

**Dreck Studio**  
**Senior Producer & Creative Operations (Founder)**

**Hamilton, Ontario**  
*September 2019 - January 2026*

- Produced and delivered 130+ animated projects end-to-end; owned client communication, budgets, schedules, resourcing, and QC for distributed teams.
- Designed scalable workflows, review systems, and SOPs that increased throughput and reduced production risk.
- Advised clients and partner studios on scope, priorities, and execution plans aligned to business goals.
- Built and managed a trusted freelance network across motion, design, and production, aligning skills, availability, and budgets across concurrent projects.

**Corus Entertainment**  
**Senior Motion Designer**

**Toronto, Ontario**  
*March 2016 - August 2019*

- Led motion branding and on-air design for major network rebrands and live broadcasts.
- Streamlined post-merger workflow, reducing communication bottlenecks and cutting request turnaround time by 50%.
- Developed a cross-channel motion design language; contributed to record Upfront performance and multi-year awards.

**KEY SKILLS**

Integrated Creative Production | Production Workflow Design & Optimization | Cross-Functional Team Coordination | Stakeholder & Client Management | Budgeting, Scheduling & Resource Planning | Risk & Scope Management | Multi-Channel Campaign Delivery (Digital, Social, Broadcast, OOH/DOOH) | Live Event Production | Quality Control & Asset Delivery

**TOOLS**

Notion | ClickUp | Coda | Slack | Monday | Smartsheet | Float | G Suite | Microsoft Office | TeamGantt | Miro | Figma | Zapier

**EDUCATION & CERTIFICATIONS**

BA, Visual Communication — Shenkar Engineering and Design (2012)  
UX Design — BrainStation (2019)  
Program Management & Video Production — Deducers (2023)  
Project Management Certificate — University of Toronto (In Progress)

**AWARDS**

Promax BDA Award (2018)  
RTDNA Canada — News Live Special Events (2020)  
CPRS ACE — Creative Campaign of the Year (2024)

**SPEAKING ENGAGEMENTS**

*Making Midwest (2024)*: Panel host and curator on equity in motion design  
*Camp Mograph (2024)*: Workshop facilitator on personal brand marketing