

JENNIE DAVIS

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PROFESSIONAL SUMMARY

I'm a Creative Operations Lead and systems-minded producer supporting studios and brands with strategic project delivery, creative operations, and team alignment. As founder of Dreck Studio and co-founder of Mothers of Mograph, I've built repeatable workflows and production systems that deliver high-impact campaigns across 2D animation, motion branding, and broadcast packaging. My approach balances creative intuition with operational clarity, reducing delivery time, improving client retention, and contributing to a more inclusive industry. I'm currently focused on helping teams streamline review cycles, scale onboarding, and integrate AI-assisted tools that reduce overhead without compromising quality. Whether it's building asynchronous delivery pipelines or producing high-level motion storytelling, I bring a service-first mindset and a toolkit built for scale.

KEY SKILLS

Project Planning & Improvement | Budget Management | Resource Planning & Cross-Functional Team Management | Client Communication | Mentorship | Workflow Design | Documentation | Brand Governance | Operational Strategy

TOOLS

Notion | ClickUp | Slack | Google Workspace | TeamGantt | Miro | Zapier | Figma | Adobe CC

PROFESSIONAL EXPERIENCE

NOVEMBER 2021 - PRESENT

Founder & Creative Operations Lead, Dreck Studio

Founded and scaled a women-forward motion design studio from solo practice to 120+ client projects in under 4 years, with budgets ranging from \$10K-\$60K and a 60%+ client return rate.

- Cut tool overhead by 20% by consolidating platforms, reducing software spend and simplifying workflows for faster team adoption
- Built and managed a vetted network of 30+ global contractors, supported by an internal system for tracking, documentation, and vendor evaluation, enabling efficient resourcing by skill, budget, and time zone
- Implemented streamlined onboarding, feedback, and delivery systems that reduced project delays by 30% and cut admin time by 50%
- Strengthened client retention by implementing a structured offboarding system—including wrap-up templates, testimonial requests, and referral incentives—contributing to over 60% repeat business through supportive closure and proactive follow-up
- Increased inbound leads by 25% and grew LinkedIn reach by 700% through brand positioning and targeted speaking engagements

APRIL 2025 - MAY 2025

Contract Creative Producer, Bien

Produced a creator-led campaign for Meta consisting of 8 Facebook Reels, each highlighting pivotal "What If" moments from diverse creators. Oversaw scheduling, team coordination, and client communication across multiple time zones, ensuring high-impact delivery despite evolving creator availability and internal bandwidth.

- Delivered 8 Reels that collectively reached over 20M views, with 50K+ engagements per creator
- Managed complex production across 3 time zones and 2 internal teams, building a real-time, adaptive schedule to minimize delays and optimize resources
- Implemented modular resourcing and dynamic staffing strategies, contributing to a 73% overall margin efficiency
- Served as Meta's primary point of contact, fostering a collaborative partnership and fostering continued relationship with Bien

Find out more at www.jenniedavis.ca

SEPTEMBER 2023 - PRESENT

Co-Founder and operations, Mothers of Mograph

Co-founded a global creative initiative to increase visibility, representation, and community support for mothers in motion design. Directed brand strategy and internal operations, creating workflows that enabled scalable growth, asynchronous collaboration, and consistent content production, centred around access, inclusion, and creative equity.

- Scaled community to 280+ members in under a year, becoming a recognized resource for working mothers in motion design
- Automated internal workflows and onboarding in Notion, reducing admin time by 40% and enabling consistent event scheduling and content delivery
- Hosted educational guest speakers and curated mentorship opportunities
- Designed and maintained consistent brand presence across web, newsletter, and social platforms
- Leveraged AI platforms to prototype tone-of-voice guides, draft messaging frameworks, and generate content ideas for community engagement

AUGUST 2019 - NOVEMBER 2021

Motion Designer & Illustrator, Freelance

- Worked with agencies and studios across campaigns, broadcast, and digital.
- Art directed a 10-video animated series for AWS in partnership with Malka Media, leading a cross-functional team of 10 designers and animators. Partnered with producers and copywriters to translate complex, tech-heavy concepts into clear, engaging visual narratives aligned with campaign goals.
- Delivered branded motion content for 5+ major clients—including Salesforce, Shopify, AWS, Joe Fresh, and Fuse Create—contributing to multi-channel campaigns with over 100K combined views.
- Developed scalable brand libraries and mentored junior creatives remotely

MARCH 2017 - AUGUST 2019

Senior Motion Designer, Corus Entertainment

- Led motion branding and supported the Global TV rebrand.
- Created branded templates and motion systems used across platforms
- Spearheaded interdepartmental coordination between animation, editing, and VizRT automation teams—reducing delivery time by 50% across multiple broadcast series

AWARDS

Promax BDA Awards - 2018

Radio Television Digital News Association Canada - 2020 (News Live Special Events category)

CPRS ACE Creative Campaign of the Year - 2024

EDUCATION & CERTIFICATIONS

SEPTEMBER 2008 - JUNE 2012

Shenkar - Engineering & Design, Ramat Gan | Bachelor of Arts in Visual Communication

JANUARY 2023 - APRIL 2023

Deducers (Remote) | Program Management and Video Production

FEBRUARY 2019 - APRIL 2019

BrainStation, Toronto | UX Design Course

SPEAKING ENGAGEMENTS

- May 2024: Making Midwest | Panel host and curator on motherhood in motion design
- September 2024: Camp Mograph | Created and facilitated workshops on personal brand marketing with LinkedIn
- Multiple guest appearance on podcasts discussing creative leadership and inclusive community-building

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