

# MCKENNA DABBS

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## EXECUTIVE PRODUCER

A creative and versatile producer with extensive experience in the entertainment industry. Successful in producing and managing a variety of media platforms. Accomplished in project design, strategy development, and execution to achieve production goals. Knowledgeable in event and production planning and budgeting, and cost management. Collaborative spirit with innate leadership skills. A passionate champion of creatives.

Film & Television | Commercial & Ad Production | Branded, Web & Social Content | Strategic Planning & Initiatives  
Budgeting & Cost tracking | Staff & Talent Recruitment | Staff & Crew Management | Event & Project Management  
Vendor Negotiations & Relationships | Team Leadership & Collaboration | Scheduling & Communications  
Travel & Accommodations | Media Management

## TECHNICAL SKILLS

Microsoft Suite | Google Drive | SAP | Showbiz | MovieMagic | HotBudget

## PROFESSIONAL EXPERIENCE

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Double Agent Productions | Creative Production

10/2023 – Present

### Owner / Executive Producer

Produce and execute varying short-form works such as commercials, photo shoots, social media campaigns and long-form documentary work.

- Spearhead business growth and client acquisition through the development and marketing of new service offerings, seeking collaboration opportunities through networking.
- Serves as the primary client contact to ensure objectives are met as well as negotiate Statements of Work (SOWs) and manage financials.
- Manage all aspects of production from pre-production to post-production. Ensure quality of work meets agency standards and client objectives.
- Line producing for video productions and manage project details.
- Attract and oversee highly skilled creative professionals. Direct team hiring and management for both internal and external collaborators. Develop and maintain a broad network of creative and production partners.

Paramount | Paramount Brand Studios

04/2021 – 11/2022

### Executive Producer

Executive produced co-branded commercials and ads across multiple Paramount platforms, including MTV, Paramount+, Nickelodeon, CMT, and Paramount Studios.

- Wrote budgets and executed solid logistic plans that complemented the creative needs of each project.
- Collaborated with Marketing teams and clients to ensure all goals and needs were met during the shoot and the edit phases.
- Hired and managed all key crew and project-based team members.

OBP Agency | Advertising Agency

03/2020 – 12/2020

### Director of Production

Led OBP's content production services while managing all details to ensure content was delivered on-

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strategy, on budget, and on time. Provided guidance and leadership to the Content Team of creators, designers, writers, and community managers.

- Created consistent workflows and procedures for every production.
- All productions were produced in-house, and, as a result, project costs were significantly decreased.
- Successfully pivoted production plans during the Covid pandemic and met all forecasted delivery dates.

Viacom/CBS | Television & Branded Content

07/2018 – 03/2020

## Line Producer

Produced and executed short-form campaigns for Viacom/CBS original content, tentpoles, show launches, and integrated marketing campaigns. Projects were featured across all of Viacom/CBS.

- Produced multiple co-branded spots for the Integrated Marketing Department.
- Worked with clients and the Integrated Marketing team to manage expectations.
- Primarily collaborated with Executive Producers to achieve each project's creative success.

Left/Right Productions | Television

06/2017 – 07/2018

## Line Producer

Oversaw the Development Department and supervised up to 20 development projects at any given time. Hired all staff and managing personnel. Created a database of freelancers. Set and executed major deadlines.

- Developed staff protocol and operational guidelines.
- Created and tracked all budgets.
- Worked with the accounting team to ensure accurate cost reporting.

Showtime + Left/Right Productions - The Circus: Inside the Greatest Political Show on Earth (Seasons 1 and 2) | Television

## Production Supervisor

06/2016 – 06/2017

Supervised staff and crew for weekly political documentary series. Coordinated and booked high-profile talent arrangements, locations, itineraries, and special requests for talent.

- Simultaneously managed three-plus crews, talent, and senior staff at multiple locations while successfully filming and airing within the same week.
- Created and distributed television shooting schedules, call sheets, and production reports.
- Ensured continuous and efficient production as an on-set Assistant Director.

Mashable | Branded Content

01/2016 – 06/2016

## Producer

Created and prepped creative decks for pre-production kick-offs. Managed deal memos and freelance documentation.

- Rented, sub-rented, or purchased all major equipment and gear for production.
- Prepared and distributed shooting schedules, call sheets, and treatments.
- Managed and tracked costs and expenditures.
- Collaborated with creative staff to achieve a cohesive, creative vision.

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## PRIOR EXPERIENCE

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Harpo OWN + Part2Pictures - Belief | Television, Lifetime + Part2Pictures - The Lost Boys of Dozier  
**Line Producer & Postproduction Supervisor**

## EDUCATION & CREDENTIALS

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**Bachelor of Fine Arts (BFA), Theatre Arts, Directing** – Catawba College; Salisbury, NC  
Lincoln Center Theater – New York, NY | **Member of the Directors' Lab**