

RAHEEM DAWSON

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SUMMARY

10+ years in Creative Services/Entertainment Marketing with experience on both the creative and production/post-production sides. Most interested in opportunities that will continue to sharpen my creative instincts and grow my leadership skills. Personally, I'm led by optimism, propelled by curiosity and work best when part of a team.

PROFESSIONAL EXPERIENCE

NBCUNIVERSAL LOS ANGELES, CALIFORNIA

Universal Pictures Home Entertainment

Senior Manager, AV Creative Services (July 2017 - Present)

Support global Home Entertainment marketing for Universal Pictures on the AV Creative team. Produce materials ranging from quick :06 video "bumpers" to :30 spots for Broadcast TV to original concept commercial shoots. Duties encompass the entire lifecycle of a creative piece from concepting, copy suggestions and creative notes to the technical side of delivery specs, formats and the like.

- Create a whole host of video deliverables (Trailers, TV Spots, VOD Suites, Digital Media Assets) that are part of the marketing campaign for the digital and physical Home Entertainment releases of Universal Pictures' titles domestically and internationally
- Work with external agencies and an internal creative team to create these assets. Provide creative direction and feedback then route to internal and external stakeholders for sign off
- Order the finishing of assets and approve picture, audio mix and motion graphic design elements prior to final delivery
- Manage incoming requests for content in 4K, Dolby Atmos and other emerging technology formats; work with various internal and external teams to create the workflows to fulfill, deliver and archive assets
- Have managed a range of titles including : *Croods: A New Age*, *Hobbs & Shaw*, *Queen & Slim*, *How To Train Your Dragon 3*, *Night School*, and *Green Book*

NBC Entertainment Marketing, On-Air Promotions

Senior Manager, Production (February 2016 - July 2017)

Production Manager (February 2012 - February 2016)

Associate Producer (January 2011 - February 2012)

Was introduced to the world of Creative Services/Entertainment Marketing as an Associate Producer where I was part of the team that created promos for NBC's primetime lineup. Wrote, produced and edited promos prior to moving on to the role of Production Manager where my duties expanded along with the department's focus on delivering our content to off-air and rising digital platforms.

- Responsible for completely building-out the process by which assets are delivered to all of our digital partners and platforms
- Supervise a digital edit room and editor tasked with fulfilling requests from international broadcasters, our internal digital and social teams and other outside entities.

- Support the Sr. Director of Production in the daily process of seeing promos through post-production, readying them for air
- Work cross-functionally with internal teams - including Graphics, ProTools, Symphony (Video) and Digital to assemble, and distribute elements as needed
- Successfully managed a 332% growth in digital requests from 2012 to 2016
- Wrote, produced and edited promos for broadcast and online platforms as assigned
- Supported a team of producers in tasks including technical troubleshooting, delivery of promos in various formats and more
- Acted as a liaison between the network and production companies to acquire shows and footage for the completion of promos
- 2014 & 2015 NBC ***Going the Extra Mile*** (GEM) Award recipient

PRODUCTION CREDITS

Prior to coming to the world of Creative Services, I worked freelance in reality & documentary TV production. While the day-to-day is certainly different, production experience provided a wealth of knowledge from which I continue to pull. Here are a handful of those credits:

Producer, "My First BET Awards" (BET Online)
Producer, "Work It Out" (BET, Pilot)
Field Producer, "Rip The Runway: Model Search" (BET)
Associate Producer "American Gangster" (BET)
Associate Producer, "Conspiracy Theory w/ Jesse Ventura (TruTV)
Associate Producer, "E! True Hollywood Story" (E!)
Associate Producer, "Driven" (VH1)

EDUCATION

University of Pittsburgh, Bachelor of Arts
Film Studies & Communication

VOLUNTEER | COMMUNITY SERVICE | DE&I EFFORTS

Started and currently lead a group for Black employees within the department focused on initiatives aimed at attracting, developing and retaining talented Black employees. **Black @ UPHE** is working with our executive leadership team on these efforts and has hosted a number of events aimed at shifting the culture of our department to be more inclusive and representative of its Black employees.

I currently sit on the board of my neighborhood council (www.unnc.org) as the Commiunications Committee Co-Chair and an At-Large representative. On the Communications Committee we're undertaking a complete rebrand of UNNC with the hopes of engaging a broader cross-section of neighbors and stakeholders.