

STACEY DABNEY

“It is true that integrity alone won’t make you a leader, but without integrity you’ll never be one” -Zig Ziglar

310.889.6394 | stace.dabney@gmail.com | Los Angeles, CA | [Linkedin.com/in/staceydabney/](https://www.linkedin.com/in/staceydabney/)

SUMMARY

Results-driven professional with a strong passion for corporate sustainability. Demonstrated expertise in streamlining workflows and optimizing resources, leading to a 30% reduction in project costs. Adept at leading cross-functional teams, achieving a remarkable 40% increase in production team efficiency and bandwidth allocation. Successfully consolidated production shoots, resulting in a significant reduction in flights, expenses, and energy consumption. Recognized for logical thinking, risk management, and resource conservation and the implementation of an efficient internal project intake system for improved output and communication.

SKILLS

PROFESSIONAL SKILLS Creative Operations, Brand Marketing and Development, Database and Assets Management, Digital Strategy, Cross-functional Communication, Budget Management, Strategic Planning, Project Scope Development, Data Analysis, Process Structure and Improvement, Solution Oriented, Brand Marketing and Development, Trend Forecasting, Performance Management, Client Services

TECHNICAL SKILLS Microsoft 365 (Excel and PowerPoint), Project Management Software (Asana and Monday), CRM Software (Salesforce and Constant Contact), Keynote, MailChimp and MailMunch, Quickbooks, Trello, Planoly and Hootsuite

WORK EXPERIENCE

CREATIVE OPERATIONS & STRATEGY CONSULTANT REVOLT | Los Angeles, CA | Aug 2022 – Dec 2022

- Spearheaded the development and implementation of streamlined Brand Creative workflow processes, optimizing project management efficiency
- Provided strategic guidance for 10+ ongoing and ideated projects, driving creative development and optimization aligned with corporate sustainability goals
- Developed and implemented the Brand Creative workflow process and applied best practices for process optimization, resulting in 30% increased efficiency and resource conservation
- Collaborated with the key stakeholders to implement Creative Services and Brand Creative procedures and identify Brand Creative insertion points across all company touchpoints
- Successfully facilitated the delivery of the comprehensive Master Brand Guide, Show Bible, and Rebrand Templates rolled out to the entire company, ensuring brand consistency and sustainability-focused guidelines

CREATIVE OPERATIONS MANAGER REVOLT | Los Angeles, CA | Oct 2021 – Aug 2022

- Spearheaded growth-focused team leadership to build and maintain operational excellence within the Creative team including designing and executing show packages for broadcast and other applications, while ensuring top-notch delivery
- Motivated and managed team effort and bandwidth for high-priority projects, driving creative and development efficiencies and automation
- Ensured on-time project delivery by coordinating and managing digital creative and production projects, considering environmental impact and sustainable options
- Collaborated with the Creative Director and Executive Leadership to define scope and strategy across all brand touchpoints

STACEY DABNEY

- Worked closely with directors and senior production team to create film schedules, establish production budgets, allocate resources and hire external contractors for production services

PRODUCTION MANAGER

REVOLT | Los Angeles, CA | Jun 2021 – Oct 2021

- Established streamlined processes and procedures for the new Design Studio, optimizing workflow, billing and project execution while minimizing waste and energy consumption
- Managed new, high-level design projects as required, ensuring efficient handling and successful outcomes with an emphasis on eco-friendly materials and production methods
- Provided clear and actionable feedback on existing projects to facilitate flawless execution by the design team
- Collaborated with the Creative Director and other key stakeholders to identify and recruit key creative partners, such as on-air talent, cinematographers, production designers and graphic designers
- Created comprehensive timelines, assigned tasks to staff and third-party vendors, and diligently monitored project updates on a daily, weekly and monthly basis to ensure adherence to scope, budget and timely delivery

SALES AND MARKETING MANAGER

ZERO GRAVITY | Los Angeles, CA | Mar 2018 – Jan 2019

- Cultivated strong relationships with multi-door, independent, off-price, and international accounts, providing executive-level support for all account management processes, aligning with corporate sustainability values and driving brand visibility and sales growth
- Produced sales forecasts, budget reports, and comprehensive workflows aligning with quarterly and yearly company goals for creative campaigns, asset creation, and new release marketing materials
- Served as the primary point of contact for factory and product operations, collaborating with the fulfillment center to ensure timely delivery and quality assurance of all wholesale orders
- Conducted material sourcing and trend research to support the graphic designer and owner in developing new collections and tech packs keeping eco-friendly products and practices at the forefront of decision making
- Developed and implemented digital marketing strategies for various outlets, including social media, e-marketing, PPC, and SEM, driving brand visibility and sales

OFFICE AND MARKETING ASSISTANT

FRANK COLLECTIVE | Los Angeles, CA | Mar 2018 – Jan 2019

- Offered executive-level administrative support and oversight to the Founder + Chief Growth Officer including management of internal calendars, ensuring prompt fulfillment of daily obligations
- Handled all logistical aspects of travel and appointments, both domestically and internationally, after evaluating calendar obligations of executive leadership
- Acted as a liaison between clients and executive leadership, providing assistance in new client onboarding and ongoing support for existing clients
- Conducted research on emerging apps and new businesses, generating informative reports for the Chief Growth Officer's outreach purposes, including company overviews and relevant points of contact

EDUCATION

BACHELORS OF SOCIOLOGY | Virginia Commonwealth, Richmond, VA

PROFESSIONAL DEVELOPMENT CERTIFICATES

GOOGLE ANALYTICS CERTIFICATION / MAILCHIMP EMAIL MARKETING COURSE / SEO AUDIT MASTERCLASS