

KARENA DACKER SR. PRODUCER

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BIO

I have over 2 decades of working in advertising agencies of all sizes and & direct for brands. No matter the scope, the projects get my full whole hearted commitment to delivering great creative work.

I've worked globally, have plenty experience with cost consultants, large scale localization projects, various social platforms, have worked with a variety of celebrities and athletes, and have an ability to keep composure under the most challenging circumstances. I really love what I do. It's not just about the outcome but also about the process. It's important to me that my team has a positive experience along the way.

EXPERIENCE

Freelance Producer | San Francisco, Los Angeles, New York | 1998 - Present

- David & Goliath: KIA Motors of America
- Airbnb: Categories, Aircover, D&I program
- Meta/Facebook: FB Marketplace & WhatsApp
- R/GA: Banana Republic
- Anomaly: Sony PlayStation, Oculus VR
- Twitter: Global Brand Campaign
- Sid Lee: The North Face
- Media Arts Lab: Apple
- Spark 44: Jaguar & Land Rover
- Butler Shine Stern & Partners: Draft Kings, Mill Valley Film Festival, HTC Global
- Razorfish: Acura Digital
- Mullen LA: Acura Broadcast
- Preacher Austin: Snikiddy, Longhorn Network
- Bartle Bogle Hegarty: Google
- 72andSunny: K-Swiss, Activision, SONOS
- Saatchi & Saatchi LA: Toyota
- M&C Saatchi LA: UGG-Australia
- Deutsch: DIRECTV
- Duncan/Channon SF: Sega, Stub Hub
- BBDO SF: CA Lottery
- Lowe Lintas & Partners: Sun Microsystems, Disney
- Chiat/Day SF: Levis, Game Show Network
- Goldberg Moser O'Neil: KIA Motors of America, Dell Computers

RECOGNITIONS

- WhatsApp "Check Before Sharing": Clio 1 Gold, LIA 2 Silvers, 2 Bronzes, 2 Finalists, the One Show-2 Bronzes, ADC1 Bronze, CANNES 1 Shortlist-Sustainable Development Goals category (2020)
- K-Swiss "Blades": AICP/New Award Winner for Viral Web Film & One Show Interactive Silver Pencil (2013)
- AICP/Next Award Winner for Viral/Web Film for K-Swiss Blades (2013)
- One Show Interactive Silver Pencil for K-Swiss Blades (2013)
- Art Directors Club Gold & Silver Awards for Sienna Swagger Wagon Music Video (2011)
- One Show Entertainment Gold Award for Sienna Swagger Wagon Music Video (2011)
- Clio Silver Award for Mill Valley Film Festival Trailer & TV spots (2003)
- Cannes Bronze Award Mill Valley Film Festival TV spots (2003)

EDUCATION

New York University: Tisch School of the Arts | New York

Bachelor of Arts in Film & Photography

Art Center College of Design | Pasadena

Continuing Education, Photography

WHEN I'M NOT AT WORK

I like to mom hard, exercise more than Madonna, read actual paper books, practice yoga, visit museums and art exhibits, go on week end excursions, try to impress crowds with my cooking and visit places off the beaten path.