

Danny Skarka

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Current Location: Novato, CA

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PROFESSIONAL SUMMARY

- 15 years of international experience in developing and producing digital and broadcast content.
- Major brand experience in live, on-demand, scripted and unscripted series.
- Proven track record of successful team development and leadership.
- Fully knowledgeable in the production and business side of content creations.

RELEVANT SKILLS

- Project Management
- Video Production
- Postproduction
- Strategic Planning
- Live Streaming
- Team Leadership
- Video Strategy
- Brand Development
- Budgeting

PROFESSIONAL EXPERIENCE

Executive Producer, Producer, Director

Otherside Productions October 2020 – Present

- Clients include Adobe, Asana, Invision.
- Broadcast Producer for large projects using in-home studio with remote production capabilities.
- Hybrid remote-onsite Producer, Director, Technical Director.

Broadcast Technical Producer

Adobe MAX 2020 / PIX Productions June 2020 to October 2020

Hired as a knowledge resource for high-level off-site video production and operations.

- Created operational workflows for remote Producers, Directors, and key stakeholders.
- Sourced the vendors and Control Room-Master Control facilities for the 72-hour live broadcast.
- Responsible for 13 production kits located in celebrity homes.
- Produced remote sites for pre-taped and live content during the broadcast.

Executive Producer, Show Runner “Words with Friends Live”

Zynga Mobile Games July 2018 to June 2019

Hired to build and lead a live video production team and create a high-profile live game show.

- Created the voice and attitude of a live hosted mobile game with a 50% audience retention rate, substantially higher than the industry average.
- Built and led a team of 15 professionals, including SAG talent, writers, editors, and studio crew.
- Designed and managed Zynga’s first live video production studio.
- Collaborated in daily scrums with software engineering, product leadership, design, and marketing.
- Created a highly flexible workflow that gave Zynga the ability to A/B test a wide variety of scenarios.
- Got ahead and stayed ahead of a “90-days-to-launch” deadline.
- Created successful in-game marketing campaigns for Progressive Insurance and musician Garth Brooks.

Executive Producer, General Manager

MediaOne Studios September 2011 to February 2018

Hired as Operations Manager for studio production and Producer-Director-Technical Director. Promoted twice and assigned full business operations, including client development, business strategy, budget, and partner relationships.

- Managed technical broadcast operations with BBC News, CNN, Fox News, Fox Business, PBS Newshour, and Al Jazeera. Earned “favored facility” status from NBCUniversal.

- Created ground-up live and captured video content with executive teams from Salesforce, SolarCity, and Keysight Technologies. Increased revenue by over 30% and doubled studio-use time.
- Executive Producer-Director for some of Google's highest-rated YouTube content. More than 200 live and recorded productions across Google and affiliated brands.
- Producer-Technical Director for Illuminate the Arts' live broadcast of the Bay Bridge lighting.
- Developed revenue-funded remote video production and post-production operations with an ROI of 6 months, adding significantly to the client list.
- Orchestrated the redesign and upgrades to all three studios resulting in a 25% uptick in revenue.
- Managed the contract extension with the San Francisco Giants for broadcast services.
- Drove Company to profitability with \$2.6 M in revenue by analyzing business data that informed a redesigned GTM strategy, strategic planning, and by rebuilding the in-house team
- Completed lead role in the sale of MediaOne to new ownership and its new facility design and operation.

Director, Broadcast Operations. Instructor

Academy of Art University February 2010 to September 2011

Hired to run video production operations, including the University broadcast studio as well as in-classroom media technologies.

- Created and taught graduate and undergraduate classes in live video production and social media marketing.
- Served as the Executive Producer for the first student-run live video productions, including college basketball and the University's premier runway fashion show. Mentored students in media creation while teaching all aspects of live video production and social media marketing.

Manager, Video Production

Current TV July 2005 to November 2009

Hired to run the Headquarters studio operations. Promoted to run Control Room operations in San Francisco and Los Angeles and create and implement the video production design and operations in London and Milan.

- Built the video production teams in San Francisco and Los Angeles.
- Shaped the construction of Current TV Italy and London live studios while meeting tight deadlines, budget, and facility constraints. Designed the process for 24-hour content production between European and US studios.
- Producer-Director of "Hack the Debate" and "Hack the Election," the first use of Twitter on broadcast television. Winner of the 2009 Webby Award.
- Producer-Director "Current International" live broadcast from Milan, London, and Los Angeles. Simulcast in three countries and two languages. Producer-Director "TV Free Burning Man", the first live broadcast from Burning Man.
- Collaborated with major equipment manufacturers in the design and deployment of \$250k worth of innovative equipment at no charge to Current TV.

EDUCATION

Southern Illinois University, Carbondale, Illinois

Major: Radio–Television