

DEIRDRE DIX HUNT

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PROFESSIONAL SUMMARY

Visionary senior level executive that has worked with both corporate and entertainment companies in all phases of brand elevation, business development, content and strategy. Dedicated to delivering success with my work by incorporating new technology, trends and strategies for multi-platform ecosystems which allows companies, brands and CEO's to stand out. My work as both a leader and team member is both rewarding and exciting. Being the creative contributor to many endeavors and company initiatives, my work has allowed me to help ordinary companies, do extraordinary things.

SKILLS

New Business Development	Brand Enhancement
Building Strategic Alliances	Marketing Concepts
Visionary Strategies	Digital Presentations
Investment Acquisitions	Social Media
Profit Margin Growth	TV / Film Production
Return On Investment	Global Inclusion Projects

WORK HISTORY

- 01/2005 to Current **Senior Executive - Creative, Branding, Media Partnerships**
Edge Of A Dream Company – Hollywood, CA
Senior level entertainment and corporate executive with deep experience in both public and private companies. Highly creative strategist with extensive experience in entertainment, branding, marketing, inclusion and digital production. Expertise developing and growing strategic alliances and partnerships with brands focused on engagement and connecting with their consumers through content. Currently consulting with global companies and c-suite executives and leadership teams to create and develop an innovative culturally inclusive infrastructure to meet and aggressively exceed annual targets. Executive leadership roles in multiple industry organizations, delivering unprecedented success.
- 05/2018 to Current **Executive Producer / Branding Executive**
Bridal Fantasy – Edmonton Alberta, Canada
Creating global strategy for Canada's largest bridal enterprise along with corporate rebranding of all verticals and subsidiaries of the company which includes, Bridal Fantasy Magazine, Men's Wear, Men's Formal Wear and Bridal Fairs throughout Canada. Additionally creating new revenue streams of income through exclusive digital content.
- 04/2015 to 05/2018 **Interum VP, Marketing & Media**

Act 1 Group of Companies – Torrance, CA

- Created brand identity, marketing and digital strategies for the Act 1 Group of Companies
- Managed and mentored a team of 25 marketing, creative and media professionals
- Developed new partnership alliances resulting in new business & global workforce solutions opportunities for the company
- Increased company profit margins by introducing and executing new multi-million dollar workforce solutions contract with NBC Universal
- Raised the media profile of company CEO with media imprints in *Ebony*, *Essence*, *Working Mother*, *Pink, Inc.* and other magazines focused on showcasing successful women in business
- Booked CEO as a business "Expert" on *CNN*, *MNSBC*, *Today Show*, *Tara Banks Show*, *BET Honors*, and more.

07/2016 to 08/2017 **Consultant**

Google – New York, New York

- Consulted with Google Diversity executives on the global initiative, *Unconscious Bias*
- Worked to develop new program with Howard University to recruit more talents from historically Black Colleges and Universities

01/2001 to 12/2005 **Executive Producer / Creator & Show Runner**

Discovery Communications – Bethesda, Maryland

Executive Producer and Creator of the documentary series, OUR HEALTH MATTERS, a Discovery Health Channel doc series that focused on various health issues with high mortality rates in the Black and Latino communities. Segments featured physicians, health care specialists and celebrities, and real people, putting a face on timely life and death topics such as diabetes, asthma, prostate cancer, strokes, organ donation, breast cancer and hypertension.

06/2012 to 09/2012 **Production Manager**

ABC Entertainment Marketing – Los Angeles, CA

- Supervised production for ABC Fall Promotional Campaigns for shows: *Dancing With The Stars-All Stars*, *Park 666*, *Nashville* and *Jimmy Kimmel Emmy Host*

May 2012 to Current **Preferred Vendor / Producer**

Sony Pictures Entertainment – Culver City, CA

- **Consult with Chief Diversity Officer to refresh and elevate inclusion presentations and discussions**
- **Introduce and provide access to prospective culturally diverse alliances / businesses**
- **Produce digital presentations in innovative mobilized platforms.**

05/2010 to 12/2011 **Executive Producer & Branding Executive**

Donna Livingston Design – Los Angeles, CA

- Created & development digital and interactive multi-platform brand

for *Architectural Digest's* premier designer Donna Livingston

- Developed national product alliances & partnerships with textile companies
- Produced and directed webisode series, **It's All In The Details with Donna Livingston**

EDUCATION

Film & Television

UCLA Extension Classes in Media, Production Management - Westwood, CA

Leadership & Strategy

Harvard Business Women's Leadership Program - Cairo, Egypt

Bachelor of Arts: Journalism & Communications

Howard University - Washington, DC

ACCOMPLISHMENTS

Career Accomplishments

- Redesigned the brand for the Act 1 Group of Companies, and created business strategies for new business relationships, - elevated company's profile to be included on the Forbes Lists;
- As VP of Strategic Partnerships on the executive board of Women In Film, developed strategy to secure unprecedented multi-million dollar sponsoring partnerships;
- Established WIF "Power Breakfasts" showcasing top CEO women in entertainment;
- Created and produced *Discovery Communications ground-breaking multi cultural health series OUR HEALTH MATTERS* with bilingual educational components
- Raised the Los Angeles Urban League's inclusion / diversity profile by turning its Whitney M. Young 35th Anniversary celebration into an ABC TV 2-hour prime-time entertainment special **League Of Legends** serving as Executive Producer & Director;
- Emmy © nomination for *Celebrate The Dream: 50 Years Of Ebony Magazine*;
- Produced *An Evening With Dr. Maya Angelou* for Hallmark and created Dr. Maya Angelou Writing Fellowship for WIF's aspiring female writers.

AFFILIATIONS

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Producers Guild of America (PGA)	Producer Member
Directors Guild of America (DGA)	Director Member
National Association of Minorities in Cable (NAMIC)	Member
Executive Board Member, Women In Film	(2000 – 2006)
Board Member, United Negro College Fund	(2001 – 2003)
DGA Women's Steering Committee	Co-Chair, (2000 – 2002)
DGA African-American Committee	Co-Chair, (1995 – 1997)

Guest Lecturer:

Women In Film Conference,
Howard University
Occidental College
Los Angeles Film School

Montego Bay Jamaica 2004
Washington, D.C. – Ongoing
Claremont, CA – 2008
Hollywood, CA - 2013