

# Dan Leonard

Los Angeles & Orange County, CA 90025

(917) 981-9953

dan@danleonardcontent.com

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**Content, growth, and operations leader with 10+ years experience partnering with brands, growing audiences and revenue. Helping brands grow, ensuring content is built to scale and perform. Led teams across creative, product, legal, and distribution to build design content systems generating sustained year-over-year audience and revenue growth.**

## IMPACT SNAPSHOT

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- **12.4B+ lifetime views** across social platforms
- **4x revenue growth**
- **13.6M followers grown from zero**
- **9B+ earned media impressions**
- **1B+ views annually** sustained since 2019
- Managed **16-person internal teams** and **65+ external crews**
- Content Leader for branded content: **Amazon, FOX, ESPN, Red Bull, NBCUniversal, General Motors, AT&T, Chipotle, BlackRock, Viacom, Citizen, more.**

## CORE COMPETENCIES

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- Content Strategy & Platform Optimization
- Media Operations & Scaled Production
- Cross-Functional Leadership
- AI-Enabled Content Workflows
- Audience Growth Systems
- Brand & Creator Partnerships
- Data-Informed Creative Decision Making
- Tasteful humor

## PROFESSIONAL EXPERIENCE

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### Strategic Content Advisor

*Builders Movement, Austin, TX (remote)*

*June 2025 - December 2025*

- Partnered with leadership at Daniel Lubetzky's Builders Movement to design new scalable production systems, including an AI-generated digital avatar.
- Helped team generated **207M views in 7 months** by redesigning platform-specific content systems.

### Product Marketing & Content Strategy Advisor

*Kino Tech Inc., Los Angeles, CA (remote)*

*May 2024 - May 2025*

- Partnered with product, engineering, and marketing teams to position a first-of-its-kind **live, interactive film premiere platform**, translating AI-driven features into consumer-facing value propositions.
- Helped shape go-to-market strategy, aligning content, and messaging.
- Advised on audience segmentation and discovery strategy around AI-powered recommendation engine.

## Executive Producer

"60 Second Docs", Culver City, CA (hybrid)

September 2018 - May 2024

- Built and scaled one of the most-watched short-form documentary brands globally.
- Grew audience from **0 → 13.2M followers**, averaging **9.2M views per video** across lifecycle.
- Oversaw **1,000+ episodes**, generating **11.9B+ total views** and **1B+ views annually** over five consecutive years.
- Designed and operated a high-output content pipeline, shipping **3+ new episodes per week** with **50+ assets in production** concurrently.
- Managed a **16-person cross-functional team**, sustaining quality through platform and algorithm shifts.

## EVP Unscripted

Indigenous Media, Culver City, CA (hybrid)

January 2022 - May 2024

- Led unscripted content strategy across **features, limited series, and branded content**.
- Oversaw **70+ projects**, coordinating creative, production, and distribution teams.
- Contributed to **9x revenue growth** through expanded slate development and strategic partnerships.
- Built partnerships with **CAA, Blumhouse, wiip, DiBonaventura, Mark Gordon**, others.
- Collaborated cross-functionally with legal, finance, and marketing to structure scalable content initiatives.

## Brand Partnerships Lead / Executive Producer

Independent / Various Studios, Los Angeles, CA

May 2014 - January 2025

- Led multi-part branded content partnerships with **Amazon, Comcast, BlackRock, Viacom, ESPN, Red Bull, AT&T, Chipotle, General Motors, FOX**.
- Served as primary client interface, translating brand objectives into platform-native content strategies.
- Delivered **record-setting GM campaign** achieving **4B+ earned media impressions**.
- Managed end-to-end execution across creative, production, legal, and distribution teams.
- Delivered projects **on time and under budget** across a wide range of scopes.

## EDUCATION

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American Film Institute at Los Angeles, CA

### Master of Arts in Producing

Hamilton College at Clinton, NY

### Bachelor of Arts in Theater, Creative Writing

## LEADERSHIP & SOCIAL IMPACT

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- Founded a nonprofit **supporting underprivileged middle-school students** in the South Bronx through mentorship and exposure.
- Designed curriculum focused on practical filmmaking to give students industry-level development and training.
- Successfully placed at-risk students into higher-performing schools.