

FILM HIGHLIGHTS

Mission Impossible: Dead Reckoning
Jumanji: Welcome to the Jungle
A Quiet Place: Part II
Spectre
Mean Girls
Dungeons and Dragons
Scream VI
Transformers: Rise of the Beasts
Teenage Mutant Ninja Turtles
Paw Patrol: The Mighty Movie
Bumblebee
Amazing Spider-Man 2
Hotel Transylvania 2
Rocketman
Fury
The Magnificent Seven
The Paw Patrol Movie
The Angry Birds Movie
Equalizer
Equalizer 2
The Lost City
Grown Ups 2
Captain Phillips
Pet Sematary: Bloodlines

EXPERTISE

Creative Marketing
Global Theatrical Marketing
Global Streaming Marketing
Marketing Strategy
Brand Marketing
Copywriting
Print Production
Written Communication
Verbal Communication
Post-Production
Digital Marketing
In-theatre Marketing
Team Leadership & Mentorship
Digital Asset Management

Senior creative executive, responsible for the creation and delivery of marketing assets for more than 100 wide release films across theatrical and streaming, generating over \$13B in global box office. Demonstrated success in creating, guiding, and executing multi-million dollar marketing campaigns. Dynamic leader with proven excellence in building innovative, award-winning creative, capitalizing on global market trends, and guiding teams around the world in the development of best-in-class 360-degree global marketing campaigns.

Vice President/Creative Director, Global Marketing Paramount+, Burbank, CA

July 2022 – February 2024

- Oversaw the creation of best-in-class 360-degree marketing campaigns to promote Paramount+ Original Films, Paramount Pictures post-theatrical films, and acquisitions; includes creation of trailers, TV spots, and digital assets for use in broadcast, out-of-home, and social media
- Built, fostered, and executed the creative vision for each campaign by leading team of strategic marketing executives working cross-functionally between Paramount+ and Paramount Pictures
- Developed industry-leading stunt creative for high-profile marketing opportunities, including the Super Bowl, Comic-Con, CinemaCon, and the MGM Sphere. Recent campaigns include: MISSION: IMPOSSIBLE, KNUCKLES, and TRANSFORMERS: RISE OF THE BEASTS
- Worked closely with Paramount+ senior leadership to align on broader company goals, with an eye toward continued subscriber growth and increased profitability
- Established and maintained relationships with key filmmakers and talent
- Built creative designed to maximize on-platform user engagement by leveraging the vast Paramount+ film library, including franchising opportunities for films such as SCREAM, MEAN GIRLS, TRANSFORMERS, and MISSION: IMPOSSIBLE
- Aligned with marketing leads to ensure brand consistency across all films
- Led team of Creative Executives tasked with maximizing synergies and ensuring alignment across Paramount+ and Paramount Pictures global marketing teams
- Recruited and managed external advertising agencies and provided clear creative direction
- Worked with key marketing executives at Paramount Pictures to leverage learnings from the theatrical campaigns in the post-theatrical window
- Oversaw annual creative budget in excess of \$3 million

Vice President, Theatrical Creative Advertising Paramount Pictures, Hollywood, CA

June 2018 – July 2022

- Creative lead on all International marketing campaigns, responsible for developing 360 creative assets including one-sheets, motion posters, outdoor, TV spots, and trailers
- Develop and execute film positioning and overall creative strategy
- Coordinate with Research team to implement creative ad testing and apply relevant learnings
- Establish and maintain relationships with key filmmakers and talent
- Present creative materials to upper management, studio heads, and filmmakers
- Maintain daily correspondence with marketing directors in over 60 countries
- Manage print and A/V agencies in the development of TV spots, trailers, and print assets
- Supervise post-production and localization process on all International marketing materials
- Manage internal team of direct reports performing key support duties on all campaigns
- Coordinate with all Home Office departments to share creative materials, discuss broader strategic goals, and ensure consistent messaging across all campaign assets
- Create brand presentation reels for tradeshow, including CineEurope and CineAsia

Mark D'Anna

(805) 428-6515 / mark.danna@gmail.com
[LinkedIn](#) / [Portfolio](#)

EDUCATION

Loyola Marymount University
English Literature (BA)
Creative Writing (MA)

Vice President, Theatrical Creative Advertising Executive Director, Creative Advertising Sony Pictures, Culver City, CA

**April 2015 – June 2018
December 2012 – April 2015**

- Creative lead on all International print and A/V advertising assets
- Worked closely with marketing leads to develop and execute overall creative strategy
- Presented creative materials to upper management, studio heads, and filmmakers for review and approval
- Liaised with International marketing directors at all Sony Pictures distributors and sub-distributors across 70 territories to share creative materials and ensure territory specific creative needs were identified and addressed
- Hired and managed various creative agencies on both the print and A/V side throughout the creative development of all advertising materials
- Liaised daily with the Domestic Creative Advertising team to align on International and Domestic creative strategies

Director, Creative Advertising 20th Century Fox International, Century City, CA

October 2009 – December 2012

- Responsible for the development of creative materials on assigned films
- Worked with department leadership to support development of print and A/V creative materials, as needed, on all other Fox International releases
- Supervised creation and finishing of TV spot cutdowns
- Oversaw legal, talent, and music clearances on all creative materials
- Maintained daily correspondence with regional directors and field offices to gather feedback and creative approvals of TV spots, trailers and one-sheets, and implement changes as needed
- Instrumental in the development and production of Fox International Cinema Europe opening montage and presentation reel
- Lead development of Fox International's worldwide digital asset management system