Andrew Daulton

Executive Creative Producer | Production Leadership Across Film, Content, Social, Experiential & Emerging Platforms

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SUMMARY

Executive Creative Producer with 15+ years leading how creative work gets made at global agencies, in-house studios, and as an independent EP. Proven record building and leading multidisciplinary production teams (up to 20 people), partnering with creative leadership from first idea to final delivery, and finding the right production model for every assignment, from global film and VFX to fast, iterative social content. Strong commercial and operational acumen across budgeting, staffing, forecasting, union productions, and vendor and rights management, paired with a high craft bar, deep relationships across the director, production company, and post community, and an active, AI-forward approach to evolving production workflows.

EXPERIENCE

Executive Producer, Freelance | Famous Adjacent, Inc., New York, NY | Aug 2024 to Present

- Serve as executive production lead for live-action, animation, photography, and mixed-format brand campaigns for global clients including **Google, Samsung, OLIPOP, Expedia, Peloton, and Apple**, owning production strategy, budget, risk, and delivery.
- Partner with creative leadership at the brief stage to identify the strongest executional path for each idea, then select the production model (production company, in-house, creator-led, or hybrid) that balances creative ambition with timeline and budget.
- Bid, negotiate, contract, and manage production companies, directors, post houses, and freelance crews through the full lifecycle, including union and non-union talent, rights, and insurance.
- Advise client and agency stakeholders on budget, timing, and risk, setting clear expectations and keeping fluid projects on track and resource-efficient.

Executive Producer | Wieden+Kennedy, New York, NY | Jun 2020 to Aug 2024

- Provided senior production leadership on the agency's most complex productions and accounts, including McDonald's global campaigns across live-action, documentary, and high-end VFX.
- Led, developed, and mentored a team of 13 producers from coordinator through senior level, structuring and staffing the team against evolving creative and business demands.
- Oversaw production for product launches and go-to-market initiatives across TV, film, digital, and social, elevating craft while delivering consistently on time and on budget.
- Built scalable workflows, scopes of work, budget structures, and forecasting for fully integrated global campaigns, reducing friction without adding complexity.

Senior Producer (Freelance) | LinkedIn, San Francisco, CA | May 2019 to Mar 2020

- Embedded on LinkedIn's brand team, producing digital-first brand storytelling in partnership with marketing stakeholders and external agency partners.

Senior Producer (Freelance) | Apple, Los Angeles, CA | Dec 2018 to May 2019

- Produced global still and motion assets for the App Store and Apple TV+ out of Apple's in-house Creative Studio, managing localization and delivery across multiple markets and time zones.

Senior Producer | Taco Bell (In-House), Los Angeles, CA | Feb 2017 to Dec 2018

- Built a new in-house production department from the ground up: hired and developed a team of 20 designers and video creators and established workflows, templates, and vendor rosters.
- Developed scalable production processes enabling fast, iterative delivery across broadcast, OOH, and social without sacrificing craft.

Senior Producer (Freelance) | Various Agencies & Brands, Los Angeles, CA | Aug 2016 to Feb 2017

- Delivered broadcast, experiential, and social campaigns for R/GA, 72andSunny, BuzzFeed, Joan Creative, and Deutsch, for brands including LinkedIn, Apple, Mattel, Starbucks, T-Mobile, Adidas, and Target.

Producer | Deutsch, Los Angeles, CA | Nov 2014 to Aug 2016

- Produced high-volume broadcast, social, and stills campaigns for Pizza Hut and Taco Bell, overseeing video, photography, OOH, digital, and experiential content across concurrent workstreams.

Producer | MullenLowe, Los Angeles, CA | Jun 2013 to Nov 2014

- Produced integrated national campaigns for Acura across broadcast, print, and digital, including the 2014 TLX launch and ILX, RDX, and MDX refreshes, coordinating complex logistics across production partners and internal stakeholders.

Assistant Producer | 215McCann, San Francisco, CA | May 2011 to Apr 2012

- Supported senior producers on campaigns for Xbox Kinect, HP, IHOP, Nestlé, Coca-Cola, and the Boys and Girls Club of America.

EDUCATION

Bachelor of Arts, Film Screenwriting | San Jose State University, San Jose, CA | 2009