

Jennifer Danielson

SUMMARY

Throughout my career, I have developed strong industry relationships in television, film and new media and have been fortunate enough to have had the opportunity to create content and work directly with many of the most prolific and iconic brands, executives and creators in the media industry. My passion for entrepreneurship and the development of both talent and ideas has been evident throughout, as has my love for authentic expression and connection with audiences through content.

EXPERIENCE

ViacomCBS, New York, NY – *SVP, Viacom Digital Studios (Comedy Central, Paramount Network, and TVLand)*

November 2017 – March 2021

- Lead the strategy, development, and expansion of original content and intellectual property across all digital platforms.
- Met or exceeded all departmental goals including record breaking growth in revenue, scale and engagement across all social platforms.
- Developed and implemented The Creators Program: A year long hands-on program for up-and-coming comedy creators to work beside Comedy Central producers and execs in the creation of high performing comedy content.
- Managed the digital organization's P&L across multiple brands including a departmental team of well over 100.

Above Average, New York, NY – *President*

May 2012 – October 2017

- Tapped by Lorne Michaels to build Broadway Video's independent digital company, Above Average, from the ground up reporting directly to the board and overseeing all divisions including P&L management and identifying and hiring the full-time staff.
- Launched a sports comedy vertical, The Kicker, led by Saturday Night Live head writer, Bryan Tucker.
- Initiated a paid residency program to identify emerging talent (yielding 2,000 applications).
- Secured over \$20m in investor funding.
- Led numerous negotiations and deals that resulted in revenue driving partnerships

- with platforms, networks and brands including: Youtube, Snapchat, Comedy Central, IFC, TruTV, TBS, NBC, Pepsi, General Mills and Marriott.
- Developed revenue driving IP and content with talent including: Alec Baldwin, Kate McKinnon, Paula Pell, Liza Koshy and Bill Hader.

Saturday Night Live, New York, NY – Co-Producer

April 2001 – May 2012

- Liaised between the Network and the show to identify and execute digital and branded opportunities.
- Participated in auditions, read throughs and sketch selection.
- Coordinated the execution of all department notes during the quick paced and high stress environment of a live show.
 - Worked personally with high-level guest talent and personalities including Actors, Politicians, Athletes and Musicians.
- Oversaw SNL's delivery to digital platforms such as HULU and YouTube.

Broadway Video, New York, NY – Producer

April 2001 – May 2014

- Initially hired to assist Lorne Michaels, received an up close view and education from one of the most iconic and innovative content creators in the entertainment industry while gaining exposure to short form, digital, network television, and film. • Developed an eye for identifying emerging talent.
- Created long lasting relationships with established talent and buyers across platforms.
- Named the creative lead for SNL international format development including: South Korea, Japan and Brazil.
- Earned credits on multiple Broadway Video productions including the award winning series, 30 Rock and the now cult classic, Mean Girls.

The Gersh Agency, New York, NY – Assistant, Talent Department

January 2000 – March 2001

- Provided general administrative support for a high level talent agency executive. • Provided script coverage for the Gersh New York office talent department, tracked projects and talent availability and created talent submissions for open projects.

Estes Hills Elementary School, Chapel Hill, NC – Lead Classroom Teacher

September 1998 – June 1999

- Lead teacher of a kindergarten class.
- Developed and implemented the full year curriculum in alignment with district guidelines and an additional personal focus on enhancing student engagement through creative lesson planning.
- Winner of the district's "New Teacher of the Year award."

Gold/Miller (now Mosaic), Los Angeles, CA – Executive Assistant

September 1995 – August 1996

- Provided administrative support to Partner, Jimmy Miller, at a top talent management company with a strategic approach to the development of clients' projects and their careers with a client roster that included, Jennifer Lopez, Will Ferrell, Judd Apatow, Marlon Wayans and Jim Carrey.

EDUCATION

University of Southern California – M.S. Education

September 1996 – May 1998, Los Angeles, CA

Franklin & Marshall College – B.A. English

September 1991 – May 1995, Lancaster, PA

HONORS

2020 – Webby Award for Media Company of the Year (Comedy Central) • **2019** – CableFax's Top Women in Digital • **2017** – Vanity Fair inaugural Founder's Fair Founder • **2017** – Variety's Digital Entertainment Impact Report: 30 Exec's to Watch • **2017** – Variety's Digital Entertainment Impact Report: 30 Exec's to Watch • **2017** – Synopsis' Top Women in Digital • **2016** – Variety's Power of Women Impact Report • **2010** – Peabody Award, Saturday Night Live **2008** – Peabody Award, 30 Rock • **1999** – Chapel Hill/Carrboro School District "New Teacher of the Year" Award

Additional Experiences

The University of Rhode Island, Adjunct Professor – COM351: Communication in the Digital Age • **The Paley Center**. Speaker – The next Big Thing in Digital Comedy • **The Center For Communication** – Moderator, Funny Business: Writing for Late Night • **Franklin & Marshall College** – Special guest and profiled alumni day of programming including: The Art of Storytelling, How To Get Noticed in Comedy & Improv, Tackling the "Glass Ceiling", and Leading a Start-Up • **One Day Immersion**, Speaker – Comedy 360 • **SXSW**, Speaker – Comedy Development: TV and Digital • **Action Alliance**, Founding member of ViacomCBS' internal diversity and inclusion group