

Dan Sonnett

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PROFILE

A passionate storyteller, creative strategist, and producer with proven success in leading teams to develop and deliver award-winning and engaging media campaigns for innovative, mission-driven organizations.

KNOWLEDGE, SKILLS, AND ABILITIES

- **Storytelling:** Crafting narratives into impactful messaging for major brands, digital campaigns, and in support of social issues that target specific audiences across multiple platforms.
- **Media Production:** Creating digital media, films, television shows, and public programs that have engaged millions of viewers and visitors to museums nationwide for over 20 years.
- **Learning Development:** Developing curriculum and supporting materials for classroom training, hands-on workshops, and online learning.
- **Creative Strategy:** Designing content strategy and digital marketing plans to showcase educational programs and services, social issues, science research, and cultural exploration.
- **Project Management:** Establishing and maintaining production schedules for digital media projects and facilitating communications between internal and external stakeholders.
- **Team Leadership:** Hiring and managing diverse teams of contractors, vendors, and volunteers and coaching subject matter experts to meet project goals in marketing and media production.

EXPERIENCE

Director of Creative Strategy — MeanGreen Media, LLC, 2021–Present

Working with agencies, non-profits, and corporate clients to craft creative storytelling approaches for digital media campaigns to support progressive policies and corporate social responsibility initiatives.

- Identify, research, and craft engaging stories targeting voters, donors, supporters, and customers via digital video, broadcast television ads, and in-person and virtual events.
- Research topics, develop materials, write ebooks, and present webinars on storytelling for impact.
- Creative strategist for projects from pitch through final delivery, including proposal writing, interviewing, scripting, and editing.
- Leading creative approach for marketing videos for corporations and organizations focusing on digital transformation, sustainability, diversity, and social justice issues.

Executive Producer, Senior Creative Consultant — Sonnett Media Group, LLC, 2001–2022

Produced videos, websites, and digital media for museums, non-profits, and government agencies that delivered audience engagement online, on television, and in public venues—effectively developing and supervising flexible teams through strategy, ideation, proposal, schedule, budget, production, and editorial to final, on-target delivery.

- Developed and presented stories of the *Out of Eden Walk* featuring Paul Salopek with the National Geographic Society's Impact Story Lab.
- Executed digital impact strategies for six original, prime-time documentary series for PBS, working with Emmy and Peabody award-winning filmmakers Ken Burns and David Grubin.
- Contributed essays and photographs for the website *Exploring the Chesapeake: Then and Now* as part of the National Geographic Society's educational initiative for the 400th anniversary of Jamestown.
- Led storytelling and digital media workshops for the Smithsonian, PBS, and WGBH in Boston.
- Managed media projects relying on federal, state, and private funds focused on diverse audiences.

Senior Producer, Scriptwriter – SAGE Publishing, 2018–2022

Developed video and animation projects with editorial teams across departments to meet their strategic goals in support of academic programs and research in social science. Managed production from inception to completion, including scripting, audio recording, directing talent and crew, and post-production.

- Delivered over 700 videos in support of classroom-based learning in higher education institutions.
- Coordinated media production teams from London, Los Angeles, Washington, D.C., and India.
- Implemented processes to streamline collaborative, online editorial reviews of videos.

Senior Producer – Smithsonian Institution, 2014–2018

Lead producer for media supporting interpretation, public relations, and marketing for the National Museum of Natural History in Washington, D.C. Hired and managed freelancers and vendors to document science research and promote cultural programs.

- Collaborated with subject matter experts to create media for long-running museum exhibitions, including *Life in One Cubic Foot* featuring National Geographic photographer David Liittschwager.
- Coordinated crew and talent for science television shows distributed to all 50 states.
- Provided training in video production and storytelling for scientists documenting remote fieldwork.

Media Arts Specialist – National Endowment for the Arts, 2012–2013

Administered over \$4 million in grants to organizations to foster artistic excellence and community engagement through media education programs and audio, video, and interactive projects.

- Represented the agency at media industry conferences and educational workshops, including South by Southwest (SXSW) and the Tribeca Film Institute.
- Collaborated with the National Science Foundation to foster grantmaking to STEAM programs.
- Supported *Film Forward*, the Sundance Institute's showcase of independent filmmakers through programs at American embassies worldwide.

Senior Video Producer – Smithsonian American Art Museum, 2011–2012

Created a series of videos for *The Art of Video Games* exhibition, documenting interviews with industry luminaries and crafting 80 annotated video game clips focusing on technological innovation and storytelling.

- The exhibition was experienced by over a million visitors at the Smithsonian American Art Museum in Washington, D.C. and during its tour of six museums across the country.

Scriptwriter, Segment Producer – Maryland Public Television, 2007–2010

Wrote and produced segments for *Outdoors Maryland*, a long-running public television program focusing on wildlife management and conservation.

Adjunct Professor – American University, 1999–2012

Designed and presented a hands-on and interactive curriculum for storytelling, media production, and entrepreneurship at the School of Communication for 130+ undergraduate and graduate students.

EDUCATION

- **Master of Science, Film and Video**, American University, Washington, D.C.
- **Bachelor of Science, Cinema and Photography**, Ithaca College, Ithaca, NY

AWARDS

- CINE Golden Eagle Award and multiple Webby, Telly, and Communicator Awards.