



SIERRA DANN

Producer | Assistant Director

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Sierra has practical and academic experience in theatre and marketing as well as experience producing & assistant directing for film, commercials, and marketing productions. She has also worked on several projects in development stage as a line producer (not listed below). Her strengths include stakeholder communication, live theatre direction/management, quick problem solving, and project organisation / management.

Relevant Experience



Film/TV/Commercial (Select)

- **Co-Producer**
 - *This Promise* (3 Hot Whiskeys Prods. Ltd.) | Short Drama | Nov 2022 - Feb 2023
- **Co-Director**
 - *I Like it Rough* (Make Me Comedy) | Short Action
- **1st Assistant Director**
 - *The Light Within* (Laois Film Bursary, Songway Films) | Short Drama
 - *This Promise* (3 Hot Whiskeys) | Short Drama
 - *What Makes Great Sex?* (Creative Handbag Productions) | Short Documentary
 - *Floor of the Resident's Bar* (FRO Productions) | Music Video
 - Underground Cinema Award - Best Music Video
 - *Fantasia on Greensleeves* (Dublin Filmmakers) | Short Film - Arthouse
- **Assistant Director Trainee**
 - *Don't Jinx It, Guinness* (Big Fish TV Comm.) | Commercial
 - *Bags More, Maxol* (H2 Films) | Commercial
- **Production Assistant**
 - *Tethered* (Stephen Lally, Cian O'Leary) | Short Drama
 - *The Elements* (Resistance Cipher Movie Co.) | TV Pilot Episode
- **Other:** Camera Trainee, Sound Recordist, Line Producer (Funding Applications)

Related Skills

Movie Magic Budgeting & Scheduling

Experience as 1st AD with animals, minors, large teams & historic locations.



Business (Select)

- **Producer, Account Manager & Content Creator, Simply Social, August 2023 to Present**
 - Develop, produce & direct studio-quality, short-form videos for international clients.
 - POC across agency departments & external stakeholders
 - Lead development & implementation of social media strategy for 5+ brands simultaneously.
 - *Client examples: Marks & Spencers, Optimum Nutrition, Revive Active*
- **Marketing & Creative Content Executive, Herbert Park Hotel, September 2022 - August 2023**
- **Guest Lecturer, Pulse College, January 2024 to Present**
 - Assistant Directing Module



Theatre (Select)

- **Artistic Director, Casting Director, & Production Manager**
 - *Machinal*, Sophie Treadwell (Wittenberg University) | Mainstage
 - *And Baby Makes Seven*, Paula Vogel (Wittenberg University) | Lab Theatre
- **Stage Manager**
 - Fall Dance Concert (Wittenberg University) | 2019
- **Other:** Lighting Designer, Electrician, Set Construction

Education History



BA in Theatre (Directing) & Communication

Wittenberg University, 3.9/4.0 GPA

MSC in Digital Marketing Strategy

Trinity College Dublin, Distinction

Publications



The viewer-as-detective: *Big Little Lies* & the productive liminality of complex mystery television, *Women's Studies in Communication*, 2023