

# ADDIE DOBSON

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## CORPORATE & STUDIO EXPERIENCE

**Westfall Gold** Associate Producer & Coordinator - Atlanta, GA 2024- 2025

- Orchestrated tri-state field operations, ensuring seamless cast, crew, and travel mobilization.
- Standardized production workflows by managing vendor agreements, talent releases, and legal filings.
- Produced high-impact marketing assets designed to maximize sponsorship ROI and revenue growth.

**Walt Disney Studios & Marvel Studios** Project Management - Los, Angeles 2020- 2023

- Ensured 100% operational continuity for high-budget Disney/Marvel projects via proprietary data platforms.
- Delivered daily strategic reports to Studio executives and key stakeholders to align complex account ecosystems.
- Standardized regional safety protocols by leading large-scale digital and in-person staff training.

**Farish Productions** Marketing Manager - Los Angeles, CA & Atlanta, GA 2016- 2020

- Directed global travel and mobilization for production teams, optimizing for budget and client needs.
- Synchronized complex project deliverables to align production output with high-level creative goals.
- Managed project lifecycles and SOWs, maintaining rigorous documentation to mitigate financial risk.

**Georgia Public Broadcasting** Associate Producer- Atlanta, GA 2014- 2016

- Streamlined communications and timelines to ensure team alignment and 100% deadline adherence.
- Orchestrated asset management workflows to guarantee timely delivery of all SOW requirements.
- Facilitated stakeholder meetings to communicate project milestones and critical deliverables.

**2012 London Olympics** Project Management - London, UK 2012

- Monitored environmental hazards across Olympic Park to ensure athlete and spectator safety.
- Allocated resources for 500+ staff and international vendors to support global event logistics.
- Directed incident reporting via Event Management CRM to ensure rapid operational resolution.
- Facilitated LOCOG training for international employees to maintain global operational standards

## OPERATIONAL STRENGTHS

Project Lifecycle Management  
Cross Functional Collaboration  
Digital Asset Management  
Vendor & Subcontractor Relations  
GTM Strategy  
SOW Deliverables  
Budget Tracking & Optimization  
Risk Mitigation  
CRM Management  
Stakeholder Management

## DIGITAL PROFICIENCY

Microsoft Teams  
Adobe Creative Cloud  
B2B Tech & AI Chatbot  
Microsoft 365 Suite  
FilemakerPro  
Concur  
Greenslate  
Quickbooks  
Workday Dashboard  
CRM Software

## EDUCATION

**FULL SAIL UNIVERSITY**  
2010-2012  
Bachelors of Entertainment Business  
2012-2013  
Masters of Entertainment Business

## CERTIFICATION

Be Safe Course 2012  
Production Safety Course 2022