

**Dan Behar**

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## **Professional Summary**

Experienced Senior Project Manager with 8+ years driving large-scale, culturally resonant creative campaigns across video, audio, and live events. Adept at managing complex production timelines, budgets, talent, and cross-functional teams from concept through final delivery. Known for delivering global, multicultural campaigns featuring celebrities, musicians, and top-tier partners. Strong collaborator with a passion for storytelling, diverse talent inclusion, and high-impact brand activations.

## **Core Skills**

Campaign Production · Cross-Functional Leadership · Consensus Building & Negotiation · Story Development

Tools: Airtable, Monday.com, Asana, Slack, Google & Microsoft Suite, CNBC AI Course Certificate

Bilingual: English & Spanish

## **Experience**

### **National Park Foundation**

#### **Media and Entertainment Brand Partnerships March 2025 - Present**

- Lead partnerships with entertainment entities to produce branded docu-series aligned with National Park branding.
- Manage internal and external stakeholders to build production roadmaps and creative strategies.
- Produce creative decks and event concepts in partnership with brand and philanthropic partners.

### **Spotify**

#### **On- Platform Marketing Embed – February 2024 – June 2024**

- Created copy and content strategy for campaigns promoting Spotify podcasts (Off Duty: An NCIS Rewatch, What Now? with Trevor Noah) and brand partnerships (e.g., Netflix's Heartstopper).
- Conducted A/B testing across in-app messaging, push notifications, homepage takeovers, and email to optimize audience engagement and conversion.
- Collaborated on user segmentation and cohort development to enhance targeting and campaign relevance.
- Built and launched marketing initiatives using Spotify's proprietary Quicksilver software platform.
- Monitored campaign performance through dashboards and analytics tools to report on user engagement lifts and optimize future creative strategy.

#### **Project Manager & Producer – July 2018 – June 2024**

- Produced and launched over 40 global creative projects including Batman Unburied, LOUD: The History of Reggaeton, and Viva Latino.
- Managed musical talent and partners at Warner, Universal, and Sony; coordinated legal feedback, music usage rights, including label copies and splits in efforts to align with Music Team needs.
- Delivered Spotify's largest Global Podcast initiative, Batman Unburied, with local adaptations in 9 markets and managed international global budget, production teams, language management of post production, and spearheaded with product team an in-app interface display.
- Led cross-functional teams from marketing and brand, public relations, global producers, and editorial teams to foster collaboration, high performance, and consensus building.
- Produced Spotify's first feature film, "Live at Electric Lady", and music videos across Latin America and the U.S.
- Supported DEI goals through creative leadership in Spotify's LatinX ERG, curating events with brands like Netflix, TikTok, and PUMA for the LatinX and Afro-Latino diaspora.

### **Miss Universe Organization**

#### **Production Manager – September 2024 – November 2024**

- Oversaw delivery of 70+ video assets across Telemundo and Roku platforms.
- Managed global logistics, creative feedback cycles, and filming with over 130 international delegates.
- Ensured brand alignment and cultural sensitivity across fast-paced edits and reviews.

### **Dr. Phil, CBS Television**

#### **Associate Producer – July 2016 – April 2018**

- Produced 150+ episodes, managing storylines, guest logistics, and content integrity.
- Maintained fast-paced production standards across diverse narratives.

## **Education**

Boston University — Class of 2016

B.S. in Film & Television, Cum Laude

Minor in Broadcast Journalism