

Maggie Lyons

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SUMMARY

Creative Producer and Content Strategist with 10+ years of experience developing and producing video content for global entertainment brands. Proven expertise in crafting marketing materials that elevate audience engagement and brand storytelling across streaming and digital media platforms. Passionate about producing work that connects audiences to meaningful stories and experiences.

PROFESSIONAL EXPERIENCE

Amazon Prime Video | Culver City, CA

2023–2025

Creative Producer, ACE Creative Content

- Produced Behind the Scenes and Inside the Episode content for global streaming titles.
- Oversaw all stages of custom bonus content creation from ideation through delivery.
- Partnered with cross-functional teams to align creative deliverables with audience strategy.
- Delivered 50+ pieces of content viewed by millions across Prime Video and social platforms.

Netflix | Hollywood, CA

2018–2022

Creative Marketing Manager

- Produced creative marketing, social, and editorial content for several Emmy-nominated series.
- Collaborated with executive producers, showrunners and talent to craft marketing materials.
- Led photo and video shoots from BTS and unit photography to EPK and talent content days.
- Partnered with marketing, publicity, and social teams to strategize and deliver integrated campaigns that drove viewership and engagement across digital platforms and multiple territories.

Amy Poehler's Smart Girls | Burbank, CA

2015–2018

Director of Development

- Developed, wrote, produced and directed editorial, branded & social video content for a youth-focused digital media platform co-founded by Amy Poehler and Meredith Walker.
- Interviewed high-profile talent including Kamala Harris, Gloria Steinem, astronauts and celebrities.
- Led production and post-production for branded partnerships with major nonprofits and sponsors.
- Awarded the 2018 Spirit of Anne Frank Youth Empowerment Award for leadership in youth-focused media and cultural impact, helping young people exercise their intellect and creativity.

Sony Pictures Television | Culver City, CA

2010–2015

Executive Assistant to President of Programming & Production, Zack Van Amburg

- Managed scheduling and communications for studio leadership across multiple primetime series.
- Coordinated with high-level executives and producers on development and production planning.

Assistant to Executive Producers

- Provided administrative support to producers including Annette Davis, Breckin Meyer, David Caspe, Jamie Tarses, Doug Robinson and Adam F. Goldberg across network shows and pilots.

Freelance Production | Los Angeles, CA

2009–2014

- ***Producer*** of independent short films *Leader of the Pack* and *Born Yesterday*.
- ***Production Assistant*** on a wide variety of series and pilots for broadcast, cable, and YouTube.

Imagine Television | Beverly Hills, CA

2008

Intern

- Supported development team by writing coverage for projects in development and episode summaries for series including *Friday Night Lights*, *24*, and *Lie to Me*.

EDUCATION

Emerson College | Boston, MA

Bachelor of Arts, Visual & Media Arts (Concentration: TV & Video Production) | Graduated Cum Laude

SKILLS

Core Strengths: Creative Direction · Story Producing · Talent Collaboration · Cross-Functional Partnership

Creative Skills: Content Development · Scriptwriting · Talent Direction · Cross-Platform Content Strategy

Technical Skills: Photo & Video Production · Post-Production Oversight · Project Management · Budgeting

Tools/Software: Airtable · Frame.io · Canva · Google Workspace · Microsoft Office · Adobe Creative Suite