

A high-angle, rear-view photograph of five women walking away from the camera on a plain white background. They are dressed in athletic wear, including sports bras and leggings. The women are spaced out across the frame, with one in the center, two on the left, and two on the right. The lighting is bright and even, creating soft shadows on the floor.

HOLLY HANEY

CREATIVE PRODUCER

HOLLY HANEY

- Creative producer with over 5 years of experience
- MIT graduate
- Nike World Headquarters and Wieden+Kennedy vet
- Artist, photographer, and community member
- The most extroverted person you've never met - yet





CAMPAIGNS OF NOTE

A grid of 15 images of tennis player Serena Williams in various poses, arranged in a 3x5 grid. The central image is highlighted with a black background and white text. The text reads: "CANNES LION DIGITAL CRAFT GRAND PRIX WINNER", "FOUR-TIME CLIO AWARD WINNER", and "NEVER DONE EVOLVING" WITH SERENA WILLIAMS. The background is a light gray grid.

CANNES LION DIGITAL CRAFT GRAND PRIX WINNER
FOUR-TIME CLIO AWARD WINNER

"NEVER DONE EVOLVING"
WITH SERENA WILLIAMS

NEVER DONE EVOLVING.



Year:
1999

Story:
Game, Set, Serena

Department of
Nike Archives

Dept. of
Nike Archives

From a legend's history,
for a future defined by her impact.

PRODUCTION OVERSIGHT
AND LEAD POST PRODUCER

Launched immediately following Serena Williams' retirement, Never Done Evolving showcased an AI simulation of Serena in 1999 facing off against Serena in 2017.

Watch on IG [here](#) and Youtube [here](#).

INVINCIBLE 3 LAUNCH

LEAD PRODUCER

CLIO AWARD WINNER



Watch [here](#)

NIKE WELL COLLECTIVE LAUNCH VIDEO

CLEARANCE AND POST PRODUCER



Watch [here](#).

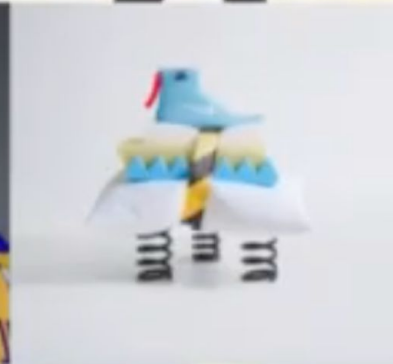
NIKE FEEL YOUR ALL - GLOBAL CAMPAIGN

LEAD PHOTO AND SOCIAL PRODUCER

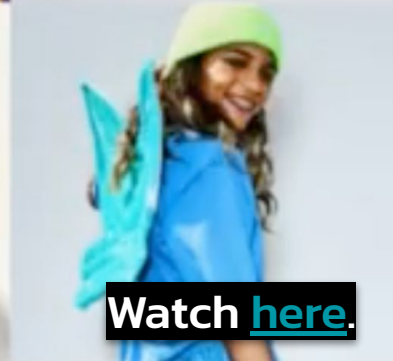
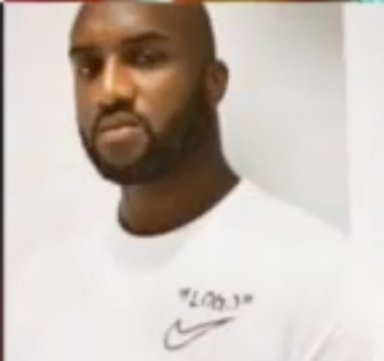
MOTION CO-PRODUCER



Watch [here](#).



**NIKE'S 50TH ANNIVERSARY
LAUNCH VIDEO
AND SUPPORTING CAMPAIGNS**



Watch [here.](#)

NIKE'S 50TH ANNIVERSARY:

NEVER DONE LEAVING A MARK - THE SWOOSH STORY

LEAD CLEARANCE AND POST PRODUCER

OL LACE LOCK W/
2 AND MORE



COLORS: BRIGHT ORANGE ON

COLORS: BRIGHT ORANGE ON R

COLORS: BRIGHT ORANGE ON

HE
AIR

HEEL
AIR MA

SYMMETRICAL
WT AND
SLIGHTLY

NOTE: KEEP SYMMETRICAL
WT AND
SLIGHTLY

NOTE: SYMMETRICAL
WT AND
SLIGHTLY

Watch [here](#).

NIKE'S 50TH ANNIVERSARY

NEVER DONE BREAKING BARRIERS

WITH JOAN BENOIT

PRODUCTION SUPPORT



Watch [here.](#)

NIKE BE TRUE 2023

LEAD PRODUCER FROM START TO FINISH



Stills [here](#) and Behind the Design video [here](#).

GOOGLE'S YEAR IN SEARCH 2021

HERO AV - PRODUCTION SUPPORT

SOCIAL PRODUCER

how to heal



Watch [here](#).



adidas IMPOSSIBLE IS NOTHING

LEAD LICENSING PRODUCER FOR 26 FILMS



Watch [here](#).

SKILLS INCLUDE:

- End-to-End Video Production
- Budget Management
- Time Management and Scheduling
- Cross Functional Team Building and Management
- Excellent Communication Skills
- Remarkable Organization
- Found Footage Sourcing, Clearances, and Licensing
- Vendor Negotiations and Contracting
- Casting and Talent Booking
- On Location and In Studio Shoots
- World Class Network
- Travel Coordination





THANK YOU!

HOLLY HANEY CREATIVE PRODUCER