

Paisley McCaffery Moore

Innovative & Creative Production Leader

Elevating Storytelling, Building Teams, and Innovating Processes to Positively Impact Organizations
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Summary

Creative production executive with a proven record of delivering strategic, end-to-end advertising programs that connect with consumers and drive results for Fortune 500 companies and iconic global brands. Skilled at building and leading integrated productions and operations across broadcast, digital, experiential, and emerging platforms, ensuring creativity is matched with process and scale. Equally comfortable rolling up my sleeves to produce as I am stepping into leadership, management, or consultative roles, I bring adaptability and breadth that allow me to contribute meaningfully in a wide range of capacities. In parallel, I have channeled my passion, entrepreneurial drive, and fierce breast cancer advocacy into founding and leading the Beach Roses Fund, a nonprofit dedicated to advancing research and survivorship programs—demonstrating my ability to mobilize communities, steward resources, and create purpose-driven impact beyond my day-to-day career.

Core Expertise

Creative Production (live action, post, digital, stills, social, experiential & immersive tech); Production Strategy; Cross-Functional Team Leadership; Vendor Curation & Partnership Management; Editorial & Influencer Campaign Management; Budgeting, Contracts & Talent (SAG/Non-Union); Workflow & Process Innovation; AI & DAM Solutions; 3rd Party Rights Management & Compliance; Client Relations & Pitch Development

Select Clients

Amex · American Girl · Accenture · AT&T · Audible · Backlot Films · Breast Cancer Can Stick It LLC. · Chase · Chevron · Clorox · Colgate Palmolive · Crayola · Dannon · Disney · Dr Pepper · Fisher Price · Ford · GE · Intel · JC Penney · Marriott · Molson Coors · Northrop Grumman · Olympus · Pella · Pepperidge Farm · 7-Eleven · P&G · Sam's Club · Sears · Sony · Subway · United Airlines · Verizon · Weight Watchers

Experience

Freelance Creative & Executive Producer/Consultant

Independent Contractor | Present

- Produce integrated projects for agencies, brands, and nonprofits across broadcast, print, digital, experiential, and social campaigns.

Founder & Executive Director

Beach Roses Fund Inc. | Madison, CT | 2024–Present

- Established nonprofit dedicated to breast cancer research and survivorship programs
- Produce the signature Beach Roses Walk + 5k Race, leading end-to-end event production, fundraising, press outreach, sponsorship development, and community engagement.
- Direct brand identity and content strategy across web, social, and multimedia to raise awareness and donor participation.
- Oversee day-to-day nonprofit operations, budget management, and compliance
- Champion survivor support by designing initiatives that connect patients, families, and clinicians through community-based wellness and advocacy.

SVP, Production & Delivery Transformation

Dentsu Creative, New York | 2021 – 2023

- Overhauled production operations across global teams inclusive of production, studio and business affairs teams, streamlining workflows to improve efficiency, creative quality, and financial performance.
- Integrated AI and DAM tools to support scalable, high-volume content delivery.
- Curated and managed a global vendor and talent ecosystem, negotiating contracts and aligning partners to creative client needs while improving margins.
- Partnered with account and finance teams to scope annual retainer agreements and project-based budgets, translating creative goals into clear production resourcing strategies.
- Reorganized the music production offering, shifting from a staff-based model to an on-demand service model that improved profit margins and creative quality.
- Streamlined third-party licensing processes to ensure compliance and mitigate risk

Director of Content for Emerging Platforms

Dentsu mcgarrybowen, New York | 2012 – 2021

- Merged digital and traditional production teams into one best-in-class department
- Managed a department of 20+ Producers, Business Affairs and Talent Management Teams.
- Pioneered production strategy plans that helped Fortune 100 brands meet annual advertising goals with greater efficiency and creative impact.
- Executive Produced campaigns across broadcast, digital, experiential, editorial and social for global clients while partnering with analytics teams to deliver measurable, authentic storytelling with optimized ROI.
- Created detailed staffing plans and scope frameworks for major client accounts, balancing full-time, freelance, and studio talent to deliver cost-efficient, high-quality work.

Executive Producer & Consultant

Independent Contractor, Denver/New York/Vancouver | 2008 – 2012

- Produced integrated campaigns for global brands, managing budgets, contracts, and vendor relationships.
- Consulted with agencies and clients to develop production strategies that balanced efficiency with creative quality.

Senior Group Producer

JWT, Denver & Detroit | 2004 – 2008

- Produced integrated campaigns specifically for Ford Motor Co.
- Trained staff and launched workflows to improve production craft, compliance and cross-team collaboration.

Senior Producer

Young & Rubicam, New York | 1997 – 2004

- Produced high-profile integrated campaigns, curating top creative talent across live action, stills, and post while managing budgets and schedules, and championing creative integrity to push work to its highest standard.
- Lead Producer of SONY DREAMS, an industry-defining digital short film and event series that influenced the transition from film to digital production with a successful 5-year run

Education

- BFA, Advertising Design — Syracuse University
- Continuing Education, Graphic & Conceptual Design — School of Visual Arts
- Meta Scholars Program — Meta (Facebook & Instagram)