



Michael Dawson

Social Media, Photography & Cinematography
Los Angeles, CA

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PROFILE

Creative and detail-oriented professional with expertise in storytelling through social media, photography, and digital media. Proven ability to drive marketing growth and enhance brand presence. Strong business owner and team leader skilled at meeting deadlines and delivering high-quality results in fast-paced environments.

CLIENTS

- Shaun White
- Whitespace
- VRBO
- IKON pass
- Land Rover
- Kachava
- Red Bull
- Oakley
- Nina Dobrev
- US Ski & Snowboard
- OutsideTV
- ALO
- CVS
- The Snow League
- Expedia
- Matt Noska
- J Crew
- Adidas
- Palisades Tahoe
- Mikaela Shiffrin
- Burton Snowboards
- Barilla
- Atomic
- Meta
- Kappa

EDUCATION

2011-2015

UNIVERSITY OF CONNECTICUT

Bachelor of Arts and Sciences

Business Economics

EXPERIENCE

DAWSY HOUSE, LLC

Founder & Creator

2017 – Present

- Partner with global brands and professional athletes to produce content across all major platforms
- Manage photo/video shoots with athletes, brands, and models worldwide
- Oversee daily operation of social media channels (IG, TikTok, YouTube, X) for multiple brands
- Pitch business ideas and develop social strategies and content calendars tailored to clients
- Lead a team of three to execute content creation, editing, and shooting

Shaun White

Personal Content Creator/Media Manager

2023 – Present

- Manage daily social media content for Shaun White across multiple platforms
- Create and execute brand campaigns for Shaun, including photo/video shoots and social content
- Created and grew Shaun White's YouTube channel to 70k followers in under 6 months
- Grew his Instagram account 500k followers this past year
- Also manage social media for Nina Dobrev

EQUIPMENT

- Sony A1
- Sony fx3
- Leica Q2
- iPhone 15 Pro Max
- ALL SONY GLASS
- Profoto strobes
- Aputure studio lighting
- DJI Mavic Pro 2
- FUJI X100V
- CONTAX T2
- Insta360 X4
- GoPro Hero 12

REFERENCES

David Finger
Creative Director
US Ski & Snowboarding
(917) 287-4801

Kilian Albrecht
Agent - Mikaela Shiffrin
(+43) 676 6001552

Jen Peros
Head of Public Relations -
Shaun White
(516) 526-8120

Ezra Shaw
Getty Sports
(415) 690-9130

Anouk Patty
Chief of Sport
US Ski & Snowboarding
(650) 353-6723

Danny Kass
Head Snowboard Coach
US Ski & Snowboarding
(760) 920-9739

Matt Peterson
Director of Marketing
Palisades Tahoe
(720) 244-9109

Mikaela Shiffrin
Personal Content Creator
2022 – 2023

- Managed Mikaela Shiffrin's social media pages, including daily posts and live content
- Developed and grew Mikaela's YouTube channel to 50k followers
- Created and executed branded campaigns with Mikaela's sponsors

US Ski & Snowboard Organization
Social Media Manager / Photographer / Cinematographer
2018 – 2022

- Managed @USSkiTeam and @USSnowboardTeam social media accounts
- Captured content for US Team athletes at international events, domestic events and Olympics
- Directed branded campaigns and studio shoots for the US Ski and Snowboard Teams
- Coordinated freelance teams worldwide for content capture with athletes and teams

Woodward Tahoe
Social Media & Content Manager
2016 – 2018

- Created daily social media posts and marketing materials for resort promotions
 - Executed photoshoots for brand partnerships and events
 - Managed freelancers for external shoots with resort partners and ensured content deliverables
 - Manage content deliverables for resort partners on quarterly basis
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