

Neelyanddaughters.com | margo@neelyanddaughters.com

2022 CV & PORTFOLIO



MARGO NEELY (SAG-AFTRA/AEA)

is known internationally as a creator, a "fixer", a producer and director, a writer, an artist, a professional performer, and a consultant leading an innovation, media, production and design studio specializing in multi-platform strategy and content for global projects and brands.

Since 2007 she has served as CEO of Neely & Daughters (formerly Neely Air), a boutique studio specializing in strategic development, consulting and coaching, and the creation of multi-platform content for global brands. Clients have included Lucky Tiger/Johnnie Walker, Everyday Health, iVillage, NBC Universal, NRDC/Itsyournature.org, HOSTING/AWS.

Margo is best known as the innovator behind the Neely Air Mi adidas Roland TR-808 custom concept, the megaviral drum machine shoe that achieved 6 billion in reach and garnered 54 million fans worldwide (Ask Audio's "Number One story of 2017", DJ Mag's "Top Trend 2018"), the creator of the women's march favorite "Rosie Unriveted: We Can't Do It Anymore!", and as the multi-hyphenate Creator/Director of the television series Ladies Revenge Club, winner of "Best of the Fest" and "Best Short" honors at New York Comic Con/New York Super Week Geekfest. She has been dubbed a "Viral Wonder" (The Disruptor Awards), "The New Media Queen" (Berkshire Eagle), and "A Creative Mastermind" by Stan Lee of Marvel Comics

She has taught cultivation of thought leadership, innovation forecasting, concept creation and development to a long list of clients, while providing strategy, branding and identity, art direction, writing, interdisciplinary design, production, direction, and all aspects of post-production to the same.

Her work has been profiled by over 350 international publications (BBC News, Gizmodo Japan, VICE, DJ Mag, et al) — most recently as a creative leader in Campaign Magazine (right next to Post Malone.)

LOCATION:

New York, NY Williamstown, MA

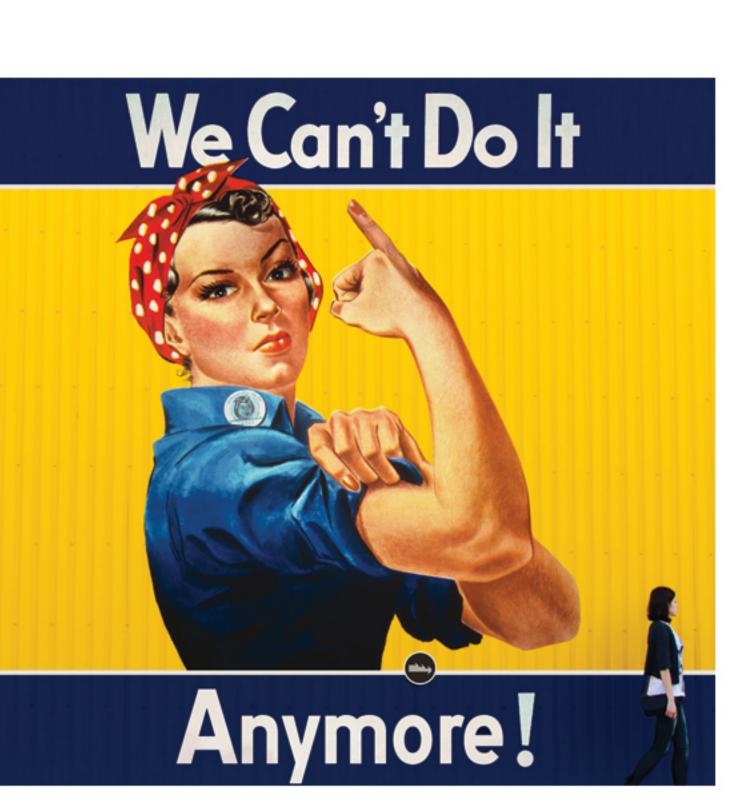
> **TELEPHONE:** 646.483.7687

EMAIL: Margo@Neelyanddaughters.com

> **WEBSITE:** NeelyandDaughters.com













PROFESSIONAL EXPERIENCE

Neely & Daughters

CHIEF EXECUTIVE OFFICER AUG 2007- AUG 2022

Producer/director, artist-creator and strategist leading an innovation, media, production and design studio specializing in multi-platform content for global brands.

Regular duties included: Strategic development, consulting and coaching, cultivation of thought leadership, innovation forecasting, concept creation and development, brand and identity visioning, art direction, writing, interdisciplinary design, production, direction, and all aspects of post-production.

Selected Clients & Partners































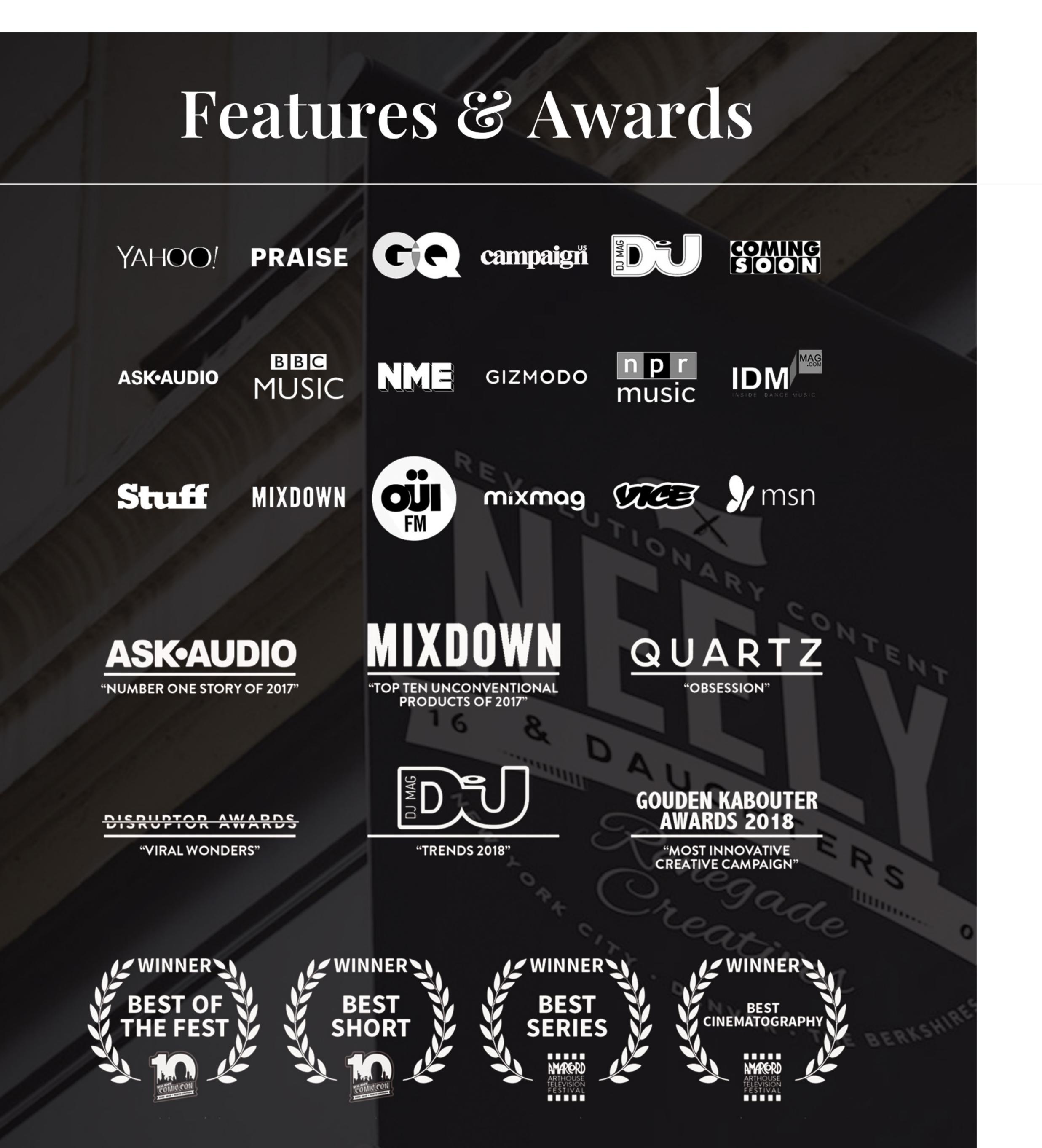




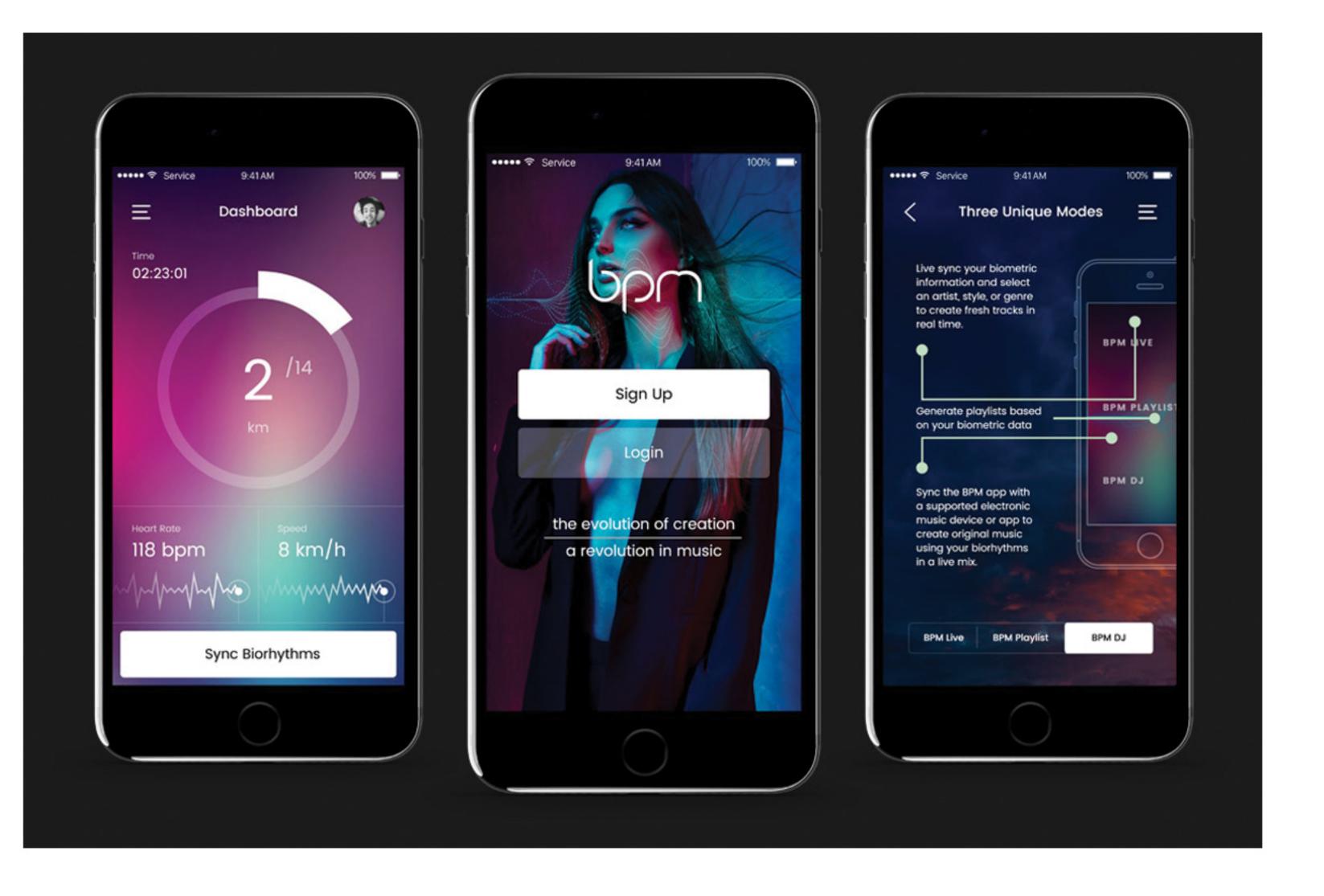








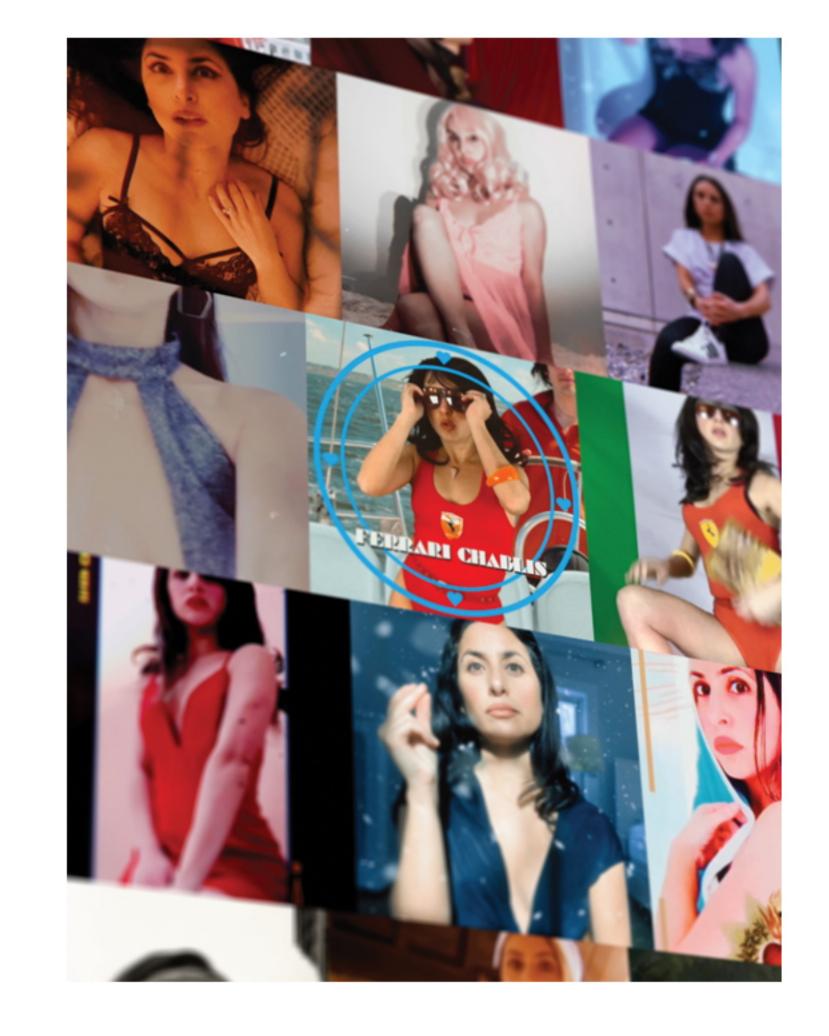
BEST SERIES













Notable projects include: The Neely Air Roland TR-808 Mi Adidas (6 billion in global reach, 54 million fans worldwide), The streaming series Ladies Revenge Club (Winner: Best of the Festival and Best Pilot honors at Geekfest Film Festival • New York Super Week • New York Comic Con 2015; Featured on and championed by The Real Stan Lee (TRSL.com), and the BPM (Beats Per Minute) concept app — which captures the user's unique biometric data via fitness tracker and converts that information into sound.

During the pandemic lockdown, Margo produced over 1,000 films by herself in her home on a budget of zero dollars. The collected films became *Body of Work*, an interactive digital mosaic portrait.

Margo is the author of two autobiographical novels (forthcoming): The Knockout and FIAT. She is the creator of the course, HOW TO DO ANYTHING.

For complete portfolio, press, and awards, please visit NeelyandDaughters.com

PROFESSIONAL EXPERIENCE

Recorded Books, LLC

PRODUCER • DIRECTOR • EDITOR | ASSISTANT DIRECTOR OF RESEARCH JAN 2001—AUG 2007

Ms. Neely served as Producer/Director/Editor of over 1,500 unabridged audio recordings of contemporary and classic texts narrated by celebrities, professional actors, and prominent authors for Recorded Books, the largest independent publisher of unabridged audiobooks and provider of digital media to consumer, retail, professional, school, library and infotainment markets.

Regular duties included: Exec. production, direction of recording sessions, voice-over coaching, casting and producing recordings and sessions, overseeing project post-production, editing, and delivery of finished product.

As the Assistant Director of Research, Margo oversaw extensive research on the pronunciations for more than 500 books, involving contact with the NAACP, CIA, FBI, The White House, and FEMA, among other international, government, and private agencies. She brought Recorded Books to media attention with the development of a unique cataloguing system ("MEGALOG") with profile features in/on *The New York Times*, *Audio File Magazine*, and the *Associated Press*.

Regular duties included: Pronunciation coordination and fact checking on all books recorded in the New York, Los Angeles, and San Francisco studios.

NOTABLE PROJECTS INCLUDE:

FURY by Salman Rushdie (Narrated by the author)

BEE SEASON by Myla Goldberg (Narrated by the author) THE HOLY BIBLE

with Deuterocanonicals and Apochrypha (Unabridged, word for word recording)

EVERYTHING IS ILLUMINATED by Jonathan Safran Foer (Narrated by Woodman & Shina) INFIDEL by Ayaan Hirsi Ali (Narrated by the author)

ATONEMENT
by Ian McEwan
(Narrated by Jill Tanner)







Axis Theatre Company

AEA/SAG-AFTRA COMPANY MEMBER JAN 2002-AUG 2007

As a permanent member of New York City's critically-acclaimed, award-winning Axis Theatre Company (dubbed "One of the brightest stars in the off-Broadway firmament" by Time Out New York), Margo has appeared onstage and developed multimedia works as a part of the theatrical collaborative —at the company's permanent space at One Sheridan Square and internationally. Ms. Neely created, designed, and edited original films (live action and animated), created 2D artwork, and developed and designed marketing materials, campaigns, and merchandise for productions in New York City, Paris, and Edinburgh.

Regular duties included: Story and script development with the Company Manager, Artistic Director, and company members; Production design; Development and execution of multimedia projects for stage and screen.

Notable projects include: Seven in One Blow (Featuring Debbie Harry of "Blondie"), The Hospital Series, Benjamin Baker's A Glance at New York (New York City and Edinburgh Fringe Festival), NYDN: 1918 (New York City and Paris), Ladies Revenge Club, and the feature film Henry May Long (Winner of 13 film festival awards in the US and Canada)

OTHER THEATRE AND FILM: As an actor/singer/dancer (and writer/creator), Margo has had the great privilege of working professionally on and off-Broadway, in cabaret, in film, television, and streaming, commercials and voice overs, and in print. She began her professional career at the age of six under the tutelage of Professor Gilbert Rathbun and the Theatre-in-the-Round • Seton Hall University Theater, working later under the mentorship of Olympia Dukakis and Apollo Dukakis, the Paper Mill Playhouse, and the Practical Acting Program/Atlantic Theatre Company (David Mamet). Notable performances include featured vocalist for Stevie Wonder at the Unicef World Summit for Children; The "voice" of the UN (United Nations) tour film, A Common Goal; as the title character Sparks in Helen Sheehy's Sparks (Dir. Ludovica Villar-Hauser; Pat Addiss, Producer), Colleen in the off-Broadway premiere of Marc Palmieri's Levittown (NY Times critics pick), and as Gina in Pulitzer Prize Nominee Richard Vetere's Three Sisters from Queens. She has appeared onstage at the New York Playwrights Lab, 92 st. Y, the National Arts Club, The Calandra Institute, Nuyorican Poets Cafe, Channel 101 NY, The Knitting Factory, Ars Nova, Rose's Turn, The Duplex, and the Cherry Lane Theatre among many, many others. Her work as an artist and performer has come to international attention in publications including The New York Times, Variety, Time Out New York, The New Yorker, Filmmaker Magazine, The Berkshire Eagle, and Harper's Bazaar Japan.

PROFESSIONAL EXPERIENCE

Education

NEW YORK UNIVERSITY SEPT 1996 - JAN 2000

Margo is a Magna Cum Laude graduate of NYU, Bachelor of Arts, Gallatin School of Individualized Study. She completed her undergraduate study and colloquium/thesis (on the Arts, Philosophy/Critical Theory, and the Self and the brain) under the guidance of Pulitzer Prize nominated author/historian Professor Donald White (The American Century). She was named a New York University Honors Scholar, and was recipient of the Founders' Day Award for academic achievement.



Creator • Producer



Work experience

Aug. 2022

Neely & Daughters

CEO | New York City • The Berkshires

Strategic development, consulting and coaching, cultivation of thought leadership, innovation forecasting, concept creation and development, brand and identity visioning, art direction, writing, interdisciplinary design, production, direction, and all aspects of post-production.

Aug. 2007

Recorded Books, LLC

Producer, Director • Assistant Director of Research | New York City

Exec. production, direction of recording sessions, voice-over coaching, casting and producing recordings and sessions, overseeing project post-production, editing, and delivery of finished product. Pronunciation coordination and fact checking on all books recorded in the New York, Los Angeles, and San Francisco studios.

O Axis Theatre Company

Company Member (SAG-AFTRA • AEA) | New York City

Performer; Story and script development with the Company Manager, Artistic Director, and company members; Production design; Development and execution of multimedia projects for stage and screen.

Jan. 2001



Education

Jan. 2000

Bachelor of Arts

New York University | Gallatin School of Individualized Study
Concentration: The Arts, Philosophy/Critical Theory, the Self and the brain
Magna Cum Laude

Recipient of the Founders' Day Award for academic achievement

New York University Honors Scholar

Skills

professional Development Editing

Conception Research

Design Strategy

Writing Production

proficiencies Photoshop

Premiere Pro Content creation

Illustrator Film & Television

After Effects Live performance

Office Writing

selected awards & honors

"Viral Wonders", Neely Air TR-808

Quartz | Obsession

"The Number One Story of 2017", Neely Air TR-808 Ask·Audio

Wordpress

"Top 10 Unconventional Products 2017", Neely Air TR-808 Mixdown Magazine

International Selection, Designs for Play Imaginative, LTD Trexi Awarded by Coca-Cola, Motorola Singapore

Winner, "Best of Fest" and "Best Short", Ladies Revenge Club New York SuperWeek·NewYork Comic Con

Winner, "Best Series" and "Best Cinematography", Ladies Revenge Club Amarcord Chicago Arthouse Television Festival



Contact

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