

MEGHAN de BOER

EMMY AWARD-WINNING PRODUCER | CREATIVE EXECUTIVE

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ME IN A NUTSHELL

Emmy Award-winning Showrunner/Executive Producer and Creative Executive with 15+ years leading content development and production, as well as live events, content strategy, and cross-platform creative for global brands across streaming, broadcast, digital, and social. Expert in managing complex workflows, navigating cross-functional stakeholder landscapes, and guiding creative from concept through post & delivery. Recognized for delivering story-driven IP-based content and for leading creative teams with a fun and collaborative leadership style.

KEY SKILLS

- Creative Development
- End-to-End Video Production
- IP & Brand Expertise
- Vendor & Talent Management
- Content Strategy & Execution
- Cross-Functional Leadership
- High-Velocity Project Management
- Team Leadership & Team Building
- Live Production & Livestreams

PROFESSIONAL EXPERIENCE

Executive Producer & Co-Founder, Blue Folder Productions | June 2023 – present

- Lead creative and operations for a boutique creative agency specializing in live, unscripted and branded content
- Develop and produce branded digital/YouTube content and livestreams for Hilton, Mattel, Netflix Tudum, Rose Parade, Alo, and Disney
- Build strategic partnerships with production companies, agencies, and brands to deliver creative that amplifies cultural relevance across entertainment, sports, and digital
- Leverage AI tools for video and imagery to build digital content, pitch decks, and materials
- Develop and package a robust slate of unscripted programming for streaming & TV, including documentary/docu-series, competition formats, and IP-based or talent-driven projects, such as a series with Dwayne Johnson

Executive Director, Unscripted Originals, Disney+ | October 2021 – June 2023

- Oversaw development, production, and post-production of high-profile originals, serving as a senior creative and production leader within one of the world's most complex brand ecosystems
- Led a team and managed cross-functional collaboration across Lucasfilm, Marvel, Walt Disney Animation Studios, Pixar, Disney Archives, and Yellow Shows (Disney Parks), aligning creative vision, brand accuracy, and production feasibility
- Developed and oversaw a slate of high-profile originals, from development through post and launch, including Emmy Award-winning programming such as *Muppets Haunted Mansion*, in addition to docu-series, formats, and specials including *Harmonious Live!* (Film 45), *The Hip Hop Nutcracker* (Done+Dusted), and *Behind the Attraction* (Dwayne Johnson/Nacelle)
- Translated audience data and performance insights into actionable creative strategies that increased engagement and visibility
- Championed new formats/technologies for audience engagement, including the platform's first-ever livestream

Director/Head of Variety & Specials, Disney+ | August 2019 – October 2021

- Founding executive team member responsible for launching and scaling the Variety & Specials vertical
- Developed and managed a slate of programming that included *The Imagineering Story* (Leslie Iwerks; Emmy nominated), Emmy Award-winning *Turning the Tables with Robin Roberts* (Springhill), *A Celebration of the Music from Coco* (Emmy nominated), *Earth to Ned* (Jim Henson Company), and *Disney Gallery: The Mandalorian* (Jon Favreau)
- Collaborated closely with marketing and publicity on 360 campaign strategies
- Designed cross-functional workflow systems for collaboration and efficiency across departments, including creative, marketing, publicity, legal, operations, and IP stakeholders

Senior Manager, Live & Unscripted Content, ABC Digital Studio | October 2014 – August 2019

- Produced and marketed award-winning Live digital events and social-first programming that engaged audiences and extended ABC's brand across platforms
- Executive Producer/Showrunner for Emmy Award-winning *The Oscars: All Access*, and *The Bachelor Watch Party*, among other live events and digital series, which included managing content from development through post
- Developed programming slate of content that lived across various digital platforms
- Managed vendors and oversaw budgets, negotiated rates and contracts, including SOWs & talent agreements
- Streamlined operational workflows and oversaw project & labor scheduling across department
- Built and managed a team of producers to execute on video and social content and delivered award-winning creative, earning 8 wins and 6 nominations including Emmys, Streamys, Webbys, Producers Guild Awards and Promax

Vice President, Live Programming & Client Services, Live Media Group | May 2013 – October 2014

- Oversaw creative and production operations for high-profile Live events, partnering with major studios and brands to execute global premieres and franchise-driven campaigns
- Executive Produced live red carpet and interactive global events for *Iron Man 3*, *Oblivion*, *The Hunger Games*, *The Hobbit Global Cast Chat* and *Edge of Tomorrow Multi-Country Premiere Event*, among others
- Produced high-stakes Keynote and corporate speaker panels and events for high-profile brands such as Yahoo!

Producer, ABC Digital Studio | March 2008 – May 2013

- Developed and Produced the *Oscar Digital Experience* (Emmy Award-winner), merging live broadcast storytelling with digital audience engagement
- Produced cross-platform content and live interactive shows, including the *After Party* franchise for *The Bachelor* and *Dancing with the Stars*
- Managed vendors and oversaw budgets, negotiated rates and facilitated SOWs and talent agreements
- Championed innovation in Live content formats that bridged the gap between TV, social, and brand integration
 - Previous titles under this tenure: Associate Producer, Project Supervisor, Production Coordinator

AWARDS

Primetime Emmy Awards *The Oscars: All Access* - Executive Producer – Nominee (2019, 2018); **WINNER** 2017
Oscar Digital Experience - Associate Producer – **WINNER** 2011

Webby Awards *Quantico: The Recruits* - Executive Producer – **WINNER** 2017

Promax Awards *The Oscars: All Access* - Executive Producer – **WINNER** (Silver) 2017

EDUCATION

Bachelor of Fine Arts, Theatre Arts East Carolina University

PROFESSIONAL AFFILIATIONS

Television Academy Member since 2011 - Executive Committee & Awards Co-Chair 2019-2021

Producers Guild (PGA) Member since 2012