

DANA LEAVY-DETRICK

DIGITAL MEDIA DESIGN & PRODUCTION

Dana Leavy-Detrick is an accomplished director, manager and producer of digital media solutions and instructional technologies for academic institutions and organizations alike. With over 15 years designing, developing, producing and distributing academic, interactive and marketing media content, she has taken an integral lead on projects for clients across academia, publishing, financial, retail and non profit.

TIAA CREF
Columbia University
The Tibet Fund
Stanford University

Newsweek
Goldman Sachs
Verizon
JP Morgan Chase

Special Olympics
New York Post
NYU Press
Avon Foundation

As Principal of Vital Digital Media, Dana specializes in audio and video production services for live events, and studio design and installation. Currently serving at the Director of Academic Media Services at New York University, she manages a team of 12 technicians in production and distribution of digital marketing content and classroom technology for the school's on-campus and e-learning initiatives. Her leadership and participation on key projects have positively shaped the educational and technology experience for both students and faculty across the US, Australia, Europe and Asia.

Dana has served as a producer, designer and AV Technician in a number of roles throughout her career, and continues to expand her focus across digital media, instructional technology and interactive content production. Her technical expertise and ability to match and engineer scalable technology solutions has allowed her to play a key role in redefining legal technology from a media perspective, and apply the same positive results to new projects and opportunities.