

# Dark Sky

Creative Agency

## Core Capabilities

Dark Sky is a full-service creative agency specializing in mission-driven brands, public institutions, and organizations with complex stories to tell. We blend cinematic storytelling, digital strategy, and integrated marketing to help brands show up with clarity, credibility, and impact.

We don't just create content, we build communication ecosystems that move audiences to act.

From brand foundations to full-length documentaries, we connect strategy to execution under one roof. Our team brings decades of experience working across high-stakes environments, translating big ideas into clear messaging and powerful visual narratives.

## What We Do

### Brand & Marketing Strategy

Strong brands don't happen by accident. They're built through alignment of story, strategy, and execution working together.

We help organizations clarify who they are, what they stand for, and how to communicate effectively across platforms.

#### Capabilities Include:

- Brand identity development and positioning
- Messaging architecture and narrative strategy
- Full-service marketing and communications integration
- Audience research and insight development
- Digital ecosystem planning
- Website and social media audits
- Campaign and project management
- Large-scale engagement event strategy
- Executive messaging consulting and media training
- Customer and partner case study development

**Outcome:** Clear positioning, aligned messaging, and a strategic roadmap that guides every touchpoint.

## Digital & Social

Digital presence isn't just about visibility; it's about consistency, relevance, and measurable engagement.

We design and manage integrated digital strategies that connect with audiences across platforms while staying grounded in data.

### Capabilities Include:

- Campaign strategy and cross-platform rollout plans
- Content calendars and audience-focused programming
- Short-form video (reels/shorts), thumbnails, and platform-optimized copy
- Social media account management and community engagement
- Paid social creative and ad design
- Full-suite podcast conception, production, and distribution
- Website design and user experience strategy
- Photography that captures brand personality and mission
- KPI tracking, reporting, insights, and optimization planning
- Press release writing and key milestone updates

**Outcome:** A cohesive digital presence that grows audience, increases engagement, and delivers actionable insights for continuous improvement.

## Cinematic Video Production

Storytelling is at the heart of everything we do. Our production team blends broadcast-level technical precision with cinematic craft to create content that resonates.

We produce work that performs across platforms, from high-end documentaries to quick-turn digital content. We've supported experts, engineers, scientists, executives, and community leaders in telling their stories with clarity and credibility.

### Capabilities Include:

- Promotional and motion graphic videos (trailers, teasers, brand spots)
- Explainer videos that communicate complex ideas
- Interview and profile-driven videos that humanize expertise
- Documentary production (short-form and feature-length)
- Series development and episodic programming
- B-roll capture and broadcast-ready asset delivery
- Internal communications and stakeholder messaging videos

**Outcome:** Visually compelling, strategically aligned video content that builds trust and drives engagement.

## Live Broadcasting & Real-Time Engagement

When the moment matters, execution matters more.

We produce live and hybrid broadcasts designed to inform, engage, and perform.

### Capabilities Include:

- On-site live specials with portable production kits
- Studio-augmented broadcasts
- Virtual town halls and live Q&As
- Mixed-format live events (pre-produced segments + live experts + audience interaction)
- Event livestreams
- Custom broadcast graphics packages and branded environments

Our team operates with the precision required for high-visibility and high-stakes environments.

**Outcome:** Seamless, professional live experiences that engage audiences in real time.

## Why Dark Sky

### Integrated Execution

Strategy, creative, and production working together, not in silos.

### Cinematic Craft

We apply documentary-level storytelling and broadcast-grade production standards to every project, big or small.

### Bilingual Capabilities

We create and execute in both English and Spanish, expanding reach and accessibility.

### Complexity-Ready

We thrive in environments where accuracy, clarity, and credibility matter.

### Results-Driven

We translate metrics into insights and insights into action.

## Experience in High-Stakes Environments

Prior to founding Dark Sky, our leadership team helped shape and execute major communications initiatives for NASA. That work built our discipline, refined our standards, and informs everything we do today. That experience includes:

### Award-Winning Live Broadcast Production

- Executive, supervising, director, and digital lead roles on high-profile NASA live broadcast events such as the *2024 Total Solar Eclipse: Through the Eyes of NASA*, among the agency's most technically advanced live transmissions to date—work that received two Emmy Awards and multiple Webby Awards for excellence in media and digital storytelling.

### Mission-Driven Narrative & Campaign Leadership

- Production and creative leadership on long-form documentaries, episodic live engagement shows, expert interview series, and digital content campaigns that made complex science accessible and compelling for broad public audiences; including collaborations with cultural figures and renowned professionals.

### Strategic Digital Brand Stewardship

- Led digital brand strategy for NASA's Science Mission Directorate, overseeing cohesive storytelling across dozens of communicators and creatives to unify voice and presence across 90+ official social accounts.
- Streamlined NASA's social ecosystem by consolidating 300+ legacy accounts into a high-performing, brand-aligned network that grew collective audiences from 40M to 124M followers.

### Sophisticated Audience & Platform Strategy

- Directed digital campaigns for major events, including eclipse coverage and outreach series that reached millions of viewers.
- Developed comprehensive style guides, metadata strategy, and graphics standards for broadcasts and large-scale campaigns.

### High-Accountability Execution

- Led and managed multi-million-dollar budgets and contracts while balancing scientific integrity, federal communications policy, executive expectations, and real-time public scrutiny. Every deliverable passed through layered technical and editorial review.

## Cinematic Video Storytelling

- Directed, filmed, edited and produced high-profile video series, ranging from short-form explainers to feature-length documentary productions, translating complex scientific topics into relatable, polished pieces.

**While this work predates Dark Sky, the discipline, expectations, and excellence required in these environments continues to shape how we operate on every client engagement.**

## Let's Build What's Next

Whether you need a fully integrated campaign, a documentary that moves audiences, a digital ecosystem that performs, or a live broadcast executed with precision, Dark Sky brings strategy and execution together to deliver work that resonates and results that matter.

Let's start the conversation.

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