

BRIAN C. DEE

Creative Director & Senior Creative Leader
Global Brand, Media & Production

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WHO I AM

Creative leader with 20+ years owning end-to-end visual strategy, creative direction, and execution for global brands, networks, and artists — leading large, cross-functional teams and high-stakes productions at scale.

I translate complex ideas into clear, scalable creative narratives that connect with millions. Led 250+ campaigns from concept to global delivery.

I own creative vision end-to-end—from strategy and concept through execution and scale—bridging executives, product teams, and creative talent to turn complexity into impact.

WHAT I DO BEST

Creative Vision & Concept Development

- Shape narrative direction that aligns brand ambition with business and product objectives.

Production Leadership at Scale

- Lead 20–75+ person teams while protecting creative vision, timelines, and budgets.

Translating Complexity

- Turn technical or abstract ideas into emotionally resonant stories for broad audiences.

End-to-End Fluency

- Operate seamlessly across creative development, editorial, color, and executive decision-making.

EXECUTIVE IMPACT & RESULTS

- Delivered content reaching 275M+ global viewers, including 165.4M live broadcast viewers and 110M+ music video views.
- Supported high-growth brand campaigns driving double-digit category expansion, 50%+ YoY growth, market-share gains, and strategic investment outcomes.
- Repositioned consumer brands from product-led to culture- and lifestyle-driven identities.
- Delivered award-winning content including No. 1 Billboard hits, Platinum-certified releases, and Top-25 Billboard 200 projects.
- Built long-term creative partnerships with brands, networks, and artists, supporting ongoing campaign cycles and evolving audience strategies.

EXPERIENCE

Creative Director & Senior Creative Leader | Brian C. Dee Creative (2004–Present)

- Led 250+ productions across branded content, music videos, documentaries, and live events.
- Owned creative direction, team leadership (20–75+), production strategy, and delivery.
- Partnered with brand, network, label, agency, and executive stakeholders to define creative strategy.
- Built and led cross-functional teams across production and post.
- Collaborated with editors and colorists through final finishing.

TECHNICAL FLUENCY

Leadership: Cross-functional teams, agency/vendor partnerships, executive alignment

Production & Post: Camera systems, lighting design, editorial & DI workflows

Software: Adobe CC, DaVinci Resolve, Frame.io

RECOGNITION

2021 — “Famous Friends” — CMT Collaborative Video of the Year (Winner)

2022 — “To Be Loved By You” — CMT Breakthrough Video of the Year (Winner)

2022 — Major Capers — Telly Award & GI Film Festival Winner

2023 — Blake Shelton “No Body” — CMT Video of the Year (Nominee)

EDUCATION

BFA, Film — School of Visual Arts (SVA), New York City

I'm drawn to work that pushes boundaries at scale—shaping how ideas, products, and technology connect with people globally.