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 visual strategy and creative direction for global brands, networks, and artists — leading large, cross-functional teams and high-stakes productions at scale.
I translate complex ideas into audience-facing narratives that connect with millions, aligning creative work with brand objectives and campaign intent.
I lead creative from concept through execution—bridging executives, teams, and creative partners to deliver cohesive, high-impact work.

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

- Led creative direction for global brand campaigns (Johnnie Walker Black Label, Invisalign, Tres Generaciones, El Silencio Mezcal, and Vitaminwater), shaping visual storytelling that contributed to 29× engagement benchmarks, +77% web traffic, +76% lead generation, and double-digit category growth within Coca-Cola's sports drinks portfolio.
- Cultural brand initiatives supporting market expansion and premium positioning — including Johnnie Walker Black Label's "Voces del Futuro" campaign, executed during a Latin America recovery period following a ~20% regional decline, with Diageo later reporting ~12.8% sales growth in the region.
- Music video projects supporting Platinum-certified and No.1 charting releases, including Parker McCollum's "To Be Loved By You" (CMT Breakthrough Video of the Year) and Elvie Shane's "My Boy," a Platinum-certified debut single reaching No.1 on Billboard Country Airplay.
- Delivered content reaching 275M+ global viewers across live broadcast, music video, and branded content — including major network productions (NBC, CBS, ABC) and high-profile performances such as The Weeknd's opening performance at the 2020 MTV VMAs, which drove a 95% surge in downloads of "Blinding Lights" immediately following the broadcast.

EXPERIENCE

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

- Led 250+ productions for major networks (NBC, CBS, ABC) and global brands including Amazon, Microsoft, and Warner Music.
- Partnered with brand, network, and label stakeholders to translate objectives into creative direction for campaign and content initiatives.
- Led creative direction across multi-platform productions, guiding cross-functional teams to deliver cohesive brand storytelling.
- Drove projects from concept through final delivery, ensuring alignment with brand, audience, and creative intent.
- Worked closely with brand and agency partners to ensure creative output aligned with campaign goals and audience engagement.

TECHNICAL FLUENCY

Leadership: Cross-functional teams, agency/vendor partnerships, executive alignment
Production & Post: Camera systems, lighting design, editorial & DI workflows
Software: Adobe Creative Cloud, DaVinci Resolve, Frame.io
Emerging Tools: AI-assisted creative development and generative media workflows

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.*