

BRIAN C. DEE

Creative Director | Brand, Content & Campaign Leadership

NYC Metro • 323-864-2849 • briandee@mac.com • www.briandeecreative.com

WHO I AM

Senior creative and storytelling leader translating business objectives, audience psychology, and complex ideas into audience-facing narratives across entertainment, enterprise, finance, healthcare, and AI-assisted creative environments. Creative work has reached 275M+ viewers across broadcast, streaming, digital, and social platforms.

Leads branded campaigns, enterprise communications, live broadcasts, and high-visibility productions by aligning creative direction, operational execution, stakeholder priorities, and audience impact.

Known for calm leadership under pressure, strong creative judgment, and translating complexity into clear, emotionally resonant communication.

SELECTED CLIENTS & PARTNERS

NBC • Amazon • Microsoft • JPMorgan Chase • BlackRock • Haleon • Billboard • MTV • Samsung • Bud Light • Johnnie Walker Black Label • Invisalign • Vitaminwater • Warner Music • Sony Music • Universal Music

SELECTED PROJECTS & BUSINESS IMPACT

Johnnie Walker Black Label — “Voces del Futuro”

Led culture-driven storytelling targeting Gen Z and Millennial audiences through Billboard’s platform, balancing premium brand positioning with authentic cultural placement. Comparable Johnnie Walker social campaigns reached engagement up to 29x platform benchmarks, with Diageo later reporting ~12.8% LATAM growth.

Invisalign — “Brilla Conmigo”

Supported social-first storytelling helping reposition Invisalign from a clinical product into a lifestyle-oriented youth and Latin music campaign environment tied to +77% web traffic and +76% lead growth in comparable initiatives.

El Silencio Mezcal — “Share the Silence”

Defined visual identity and campaign storytelling across cultural placements and branded content, supporting rapid visibility growth with campaign content surpassing 1M+ views.

Vitaminwater — Project Hustle

Delivered multi-asset campaign storytelling during double-digit category growth within Coca-Cola’s sports drink division, supporting audience engagement in a highly competitive market.

EXPERIENCE

Brian C. Dee Creative | Creative Director & Senior Creative Leader

2004 – Present | NYC Metro

Lead creative strategy, storytelling execution, and cross-functional production across branded campaigns, enterprise communications, broadcast productions, documentaries, and audience-facing content for entertainment, finance, healthcare, and technology organizations.

- Led visual storytelling execution across 250+ campaigns, branded initiatives, enterprise storytelling projects, live broadcasts, and audience-facing productions.
- Translated business objectives, institutional messaging, and brand strategy into audience-facing narratives across broadcast, streaming, digital, branded, and live-event platforms.
- Partnered with executives, agencies, marketing teams, artists, and stakeholders to align creative direction with audience impact and strategic outcomes.
- Led cross-functional teams of 20–75+ across production, editorial, post-production, creative, and operational environments.
- Influenced projects upstream through concept development, campaign tone, visual strategy, workflow planning, feasibility analysis, and resource allocation.
- Supported executive-facing communications, institutional storytelling, investor-facing content, and enterprise initiatives for organizations including JPMorgan Chase, BlackRock, Blackstone, Haleon, Microsoft, and Amazon.
- Integrated AI-assisted workflows across ideation, visual development, messaging exploration, and rapid creative iteration while maintaining human creative judgment.

Speedway Films | Co-Founder & Director

June 1998 – March 2004

Co-founded boutique production company specializing in music videos, live performance content, branded media, and broadcast programming.

- Directed and co-directed music videos, concert films, promotional content, and broadcast specials for artists including Korn, Limp Bizkit, and Sevendust.
- Directed and produced live and promotional content supporting nationally charting artists, Gold- and Platinum-certified releases, and major-label campaigns.
- Produced business and finance-focused programming for institutional audiences, including executive roundtable content for Market Channel and Pensions & Investments (P&I) magazine.
- Led creative development, visual strategy, production planning, stakeholder communication, and multi-camera execution across live events and broadcast environments.

RECOGNITION

- Chris Young & Kane Brown, "Famous Friends" — CMT Collaborative Video of the Year, Winner; CMA & ACM Video of the Year, Nominee.
- Parker McCollum, "To Be Loved By You" — CMT Breakthrough Video of the Year, Winner.
- Elvie Shane, "My Boy" — CMT Breakthrough Video of the Year, Nominee.
- *Major Capers: The Legend of Team Broadminded* — Telly Award, Winner.
- *Major Capers: The Legend of Team Broadminded* — GI Film Festival, Winner.

EDUCATION

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

CREATIVE LEADERSHIP & STRATEGIC APPROACH

- Translate complex ideas into clear audience-facing narratives rooted in emotional resonance, business objectives, and strategic communication.
- Align creative teams, executives, agencies, and stakeholders around shared outcomes to maintain clarity, trust, and execution quality.
- Balance creative ambition with operational realities across high-pressure environments requiring speed, adaptability, and precision.
- Use AI-assisted workflows to accelerate ideation and creative iteration while maintaining human judgment, audience understanding, and creative discernment.

CORE STRENGTHS

Creative Direction • Brand Storytelling • Campaign Leadership • Executive Communications • Cross-Functional Leadership • Audience Strategy • Enterprise Storytelling • Creative Operations • Stakeholder Alignment • Multi-Platform Content Strategy • Broadcast & Live Production • AI-Assisted Creative Workflows • Operational Leadership • Creative Problem Solving