

BRIAN C. DEE

Creative Director | Brand, Content & Campaign Leadership

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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 consumer brands.

Experienced leading 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.

WHAT I DO BEST

- Align creative vision with business objectives and audience impact.
- Lead cross-functional teams across fast-moving, high-pressure environments.
- Translate complex ideas into clear audience-facing narratives.
- Balance creative ambition with operational execution and workflow clarity.
- Build trust through communication, alignment, and consistent delivery.
- Use AI-assisted workflows to accelerate ideation and creative iteration while maintaining human judgment.

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

PROFESSIONAL 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.

- Directed creative 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.

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

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.

SELECTED PROJECTS & BUSINESS IMPACT

Johnnie Walker Black Label — “Voces del Futuro”

Led culture-driven campaign storytelling targeting Latin American audiences through Billboard’s platform, balancing premium brand positioning with authentic audience engagement. Comparable campaign engagement reached up to 29x platform benchmarks.

The Weeknd — 2020 MTV VMAs Opening Performance

Delivered opening performance for the 2020 MTV VMAs at Hudson Yards. Broadcast coincided with a 95% increase in downloads of “Blinding Lights” within two days following the performance.

El Silencio Mezcal — “Share the Silence”

Led creative for campaign surpassing 1M+ views in its first week while supporting rapid cultural visibility and premium brand expansion.

Invisalign — “Brilla Conmigo”

Helped reposition Invisalign into a lifestyle-oriented youth and Latin music campaign environment, contributing to social-first storytelling initiatives tied to major audience growth.

LEADERSHIP & CREATIVE 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 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 iteration while maintaining human judgment, audience understanding, and creative discernment.

RECOGNITION

- CMT Collaborative Video of the Year — Winner
- CMT Breakthrough Video of the Year — Winner
- Telly Award — Winner
- GI Film Festival — Winner
- CMA & ACM Award-Nominated Projects

EDUCATION

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