

BRIAN C. DEE

Senior Creative Leader | Integrated Campaigns • Brand Storytelling • Creative Direction

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

WHO I AM

Senior creative leader developing integrated campaigns that connect business strategy, audience insight, and emotionally resonant storytelling across broadcast, digital, social, live, and AI-assisted creative environments. Work has reached 275M+ viewers across global platforms.

Leads concept development and multidisciplinary execution from early creative direction through final delivery, aligning filmmakers, editors, producers, agency partners, marketers, and executive stakeholders around a clear idea.

Known for strong creative judgment, calm leadership, and turning ambiguous communication challenges into focused, audience-centered work that serves both brand and business goals.

SELECTED CLIENTS & PARTNERS

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

SELECTED PROJECTS & BUSINESS IMPACT

Johnnie Walker Black Label — “Voces del Futuro”

Helped shape a culture-led campaign that translated a global premium brand into credible storytelling for younger Latin audiences through Billboard’s platform. Balanced brand positioning, audience relevance, and artist-led authenticity across the creative approach.

Invisalign — “Brilla Conmigo”

Helped reposition a technical healthcare product as an accessible, lifestyle-oriented story for youth and Latin music audiences. Guided the work toward emotional clarity and cultural relevance without losing product credibility.

El Silencio Mezcal — “Share the Silence”

Defined a distinct visual and narrative approach for a premium spirits campaign built around restraint, atmosphere, and cultural placement. Campaign content surpassed 1M views in its first week.

Vitaminwater — Project Hustle

Led multi-asset campaign storytelling that connected product, personality, and audience energy across a highly competitive consumer category, maintaining a consistent idea across formats and executions.

EXPERIENCE

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

2004 – Present | NYC Metro

Lead concept development, creative direction, and end-to-end storytelling across integrated brand campaigns, enterprise communications, broadcast productions, documentaries, and audience-facing content for entertainment, technology, finance, healthcare, and consumer brands.

- Led creative development across 250+ campaigns and storytelling initiatives spanning broadcast, digital, social, branded content, live events, and enterprise communications.
- Translated business objectives, brand strategy, and audience needs into clear creative concepts, visual direction, and multi-format campaign narratives.
- Partnered with executives, marketers, agencies, producers, editors, and creative specialists to align work around a single idea from early development through final delivery.
- Led multidisciplinary teams of 20–75+ across creative, production, editorial, post-production, and operational environments while maintaining quality, clarity, and momentum.
- Shaped work upstream through concept development, treatment creation, visual strategy, campaign tone, feasibility analysis, workflow planning, and resource decisions.
- Presented creative rationale and strategic recommendations to senior stakeholders, simplifying complex ideas into actionable direction and audience-facing storytelling.
- Used AI-assisted workflows for rapid concept exploration, visual development, messaging iteration, and creative prototyping while preserving human judgment and brand integrity.

Speedway Films | Co-Founder & Director

June 1998 – March 2004

Co-founded a boutique creative production company developing music, live performance, branded, and broadcast work for major-label artists, networks, and institutional clients.

- Developed concepts and directed music videos, concert films, promotional content, and broadcast specials for artists including Korn, Limp Bizkit, and Sevendust.
- Led creative direction from early idea and visual strategy through production and post, supporting nationally charting artists, Gold- and Platinum-certified releases, and major-label campaigns.
- Created business and finance-focused programming for institutional audiences, including executive roundtable content for Market Channel and Pensions & Investments magazine.
- Aligned clients, crews, and post-production teams around a unified creative approach across live, multi-camera, and fast-moving 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

- Build integrated creative ideas that connect audience insight, brand strategy, and business objectives across multiple formats.
- Turn ambiguous challenges into clear creative direction through disciplined concepting, rapid iteration, and decisive prioritization.
- Align multidisciplinary teams and senior stakeholders around the idea, the audience, and the outcome—not individual executional preferences.
- Use AI-assisted exploration to expand the range and speed of creative options while keeping taste, judgment, and storytelling decisions human-led.

CORE STRENGTHS

Integrated Campaign Leadership • Concept Development • Creative Direction • Brand Storytelling • Creative Strategy • Audience-Centered Storytelling • Multidisciplinary Collaboration • Executive Communication • Stakeholder Alignment • Creative Systems Thinking • Rapid Prototyping • AI-Assisted Creative Workflows • Broadcast • Digital • Social • Live