

BRIAN C. DEE

Creative Director | Brand, Content & Campaign Leadership

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WHO I AM

Creative Director with 20+ years leading high-visibility campaigns, branded content, broadcast work, and entertainment-driven storytelling for global brands, networks, platforms, and artists.

I lead creative from strategy through final delivery—turning business objectives, audience insight, and brand priorities into clear, scalable work that performs across broadcast, digital, social, and live-event environments.

Known for decisive creative leadership under pressure: aligning executives, brand teams, agencies, artists, and production partners while protecting the idea, simplifying complexity, and delivering work with measurable audience and business impact.

WHAT I DO BEST

Creative That Drives Outcomes

Shape creative strategy that connects concept, audience, brand voice, and business goals—ensuring the work performs, not just looks good.

Execution That Protects the Idea

Lead teams at scale (20–75+) while maintaining creative integrity from concept through production, editorial, and final delivery.

Clarity Under Constraint

Turn complex objectives, competing priorities, and tight timelines into clear decisions that keep teams aligned and work moving.

Senior Stakeholder Leadership

Partner with executives, brand leaders, agencies, and creative teams to align vision, resolve friction, and deliver high-stakes work without dilution.

EXECUTIVE IMPACT & RESULTS

- Led creative direction on global brand campaigns delivering up to 29x engagement benchmarks, +77% web traffic, and +76% lead generation across work for Johnnie Walker Black Label, Invisalign, Tres Generaciones, El Silencio Mezcal, and Coca-Cola's sports drink division.
- Led creative direction on culturally driven campaigns that expanded reach and audience connection, with Diageo later reporting ~12.8% sales growth in the region.
- Creative work reached 275M+ global viewers across broadcast, streaming, digital, and social platforms, supporting major brand campaigns and high-impact cultural releases.
- Led creative direction on campaign work supporting double-digit quarterly growth within Coca-Cola's sports drink division, strengthening performance in a highly competitive category.

EXPERIENCE

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

- Led creative strategy and execution with brand, marketing, agency, network, and artist stakeholders—translating business objectives into high-impact campaigns across global platforms.
- Built and led cross-functional teams of 20–75+, aligning creative direction and stakeholder priorities across complex, high-pressure environments.
- Guided critical creative decisions from concept through final delivery, identifying execution risks early to protect quality, timelines, and budget.
- Structured efficient approaches across teams and partners to maintain quality while increasing speed across multi-platform work.

Selected Client Engagements

Creative Lead | Diageo — Johnnie Walker Black Label

- Shaped visual approach for "Voces del Futuro," aligning creative with premium positioning and supporting regional recovery momentum; Diageo later reported ~12.8% LATAM growth.

Creative Lead | Constellation Brands — El Silencio Mezcal

- Defined a consistent visual identity across campaign content and cultural placements, driving early visibility growth with content surpassing 1M+ views.

Creative Lead | The Coca-Cola Company — Vitaminwater

- Delivered multi-asset campaign content during category growth, building repeatable frameworks to maintain consistency at scale.

Creative Lead | Tres Generaciones — Get Up Anthems

- Defined a content approach connecting brand identity with music and cultural storytelling across branded and artist-driven deliverables.

TECHNICAL FLUENCY

Creative Leadership: Creative direction, campaign strategy, executive alignment, stakeholder leadership, agency/vendor partnerships

Production Expertise: End-to-end creative production, broadcast, branded content, digital/social video, live-event execution, post-production workflows

Tools: Adobe Creative Cloud, DaVinci Resolve, Frame.io

Emerging Technology: Applied AI tools (Sora, Runway, Google Flow) for visual development, concept exploration, and rapid iteration.

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 (Documentary) — 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