

BRIAN YETWIN

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AT A GLANCE

Writer • Producer • Director • Copywriter
Creative Director • Strategic Marketer
Print • Web • Digital • Guerilla • OOH
B2B • GFX Creative • Script Consultant
Social Media Creative • DP • Post Producer

EDUCATION

2000-2002 University of Michigan
Ann Arbor, Michigan
Bachelor of Arts in English

2000 New York University
Florence, Italy
School of Film

1998-2000 Loyola Marymount University
Los Angeles, California
School of Film

AWARDS

Gold + Silver Addy Award

- Cisco Consumer Website, Design/UX
- BIRD Promotional Guide, Copy

Key Art Award

- *An Inconvenient Truth*, Design/Copy

Gold + Silver International Design Award

- *Avatar* Teaser Poster Design
- Turkey Tourism Print Campaign

Quirk Award for Web Series

- *Munchie the Doughnut*

Hopwood Award for Poetry

- *On the Heels of Giants*, Collection

IMP Award, 2015

- *Cooties* Poster, Best Comedy Copy

PARTIAL CLIENT LIST

ABC • AFTER DARK FILMS • ALLIANCE
ASPIRE • AUDIOVROOM • AUTONOMOUS
FILMS • BLT • CISCO • CW • DISCOVERY
DISNEY • DREAMWORKS • EA • FLIP
FOX • FX • HBO • IFC • IGNITION • JAY Z
KROQ • KCRW • LINKSYS • LIONSGATE
MGM • MIRAMAX • NEW LINE • ONTARIO
PABST • PANDORA • PARAMOUNT
PLAY EDITORIAL • POPSUGAR • REGENCY
SHOWTIME • SEPHORA • SONY
STUDIO NUMBER ONE • SYFY • UNIVERSAL
VIRGIN • WARNER BROTHERS • WALDEN

WORK EXPERIENCE

GET ORGANIZED LA, LA/SF/SD CA; FOUNDER, 2016 to PRESENT • PROFESSIONAL ORGANIZING COMPANY

- I organize, design, categorize, refurbish, and build to help clients maintain clutter-free surroundings and an organized lifestyle.
- As a luxury brand, I use proven methods. I create solutions that enhances lifestyles and environments.
- I help Fortune 500 companies downsize their excess and small businesses maximize their assets.

CACTUS TREEHOUSE, LA, CA; FOUNDER/WRITER/PRODUCER 2016 to PRESENT • ORIGINAL CONTENT PRODUCTION CO.

- Cactus Treehouse enables brands to connect with people seeking products or services that help them thrive.
- Always focused on the big picture, Cactus Treehouse appraises trends, market forces, and our clients' needs to produce sustained results with every marketing dollar spent.
- Collaborative, innovative, flexible and responsive to connect with audiences intellectually and emotionally.

LIONSGATE PREMIERE, LA, CA; CREATIVE DIRECTOR, 2015 • ENTERTAINMENT STUDIO

- Spearheaded the creative development and execution of digital and print materials for Lionsgate's first multiplatform division with a 14 film slate.
- Developed lean, creative marketing strategies that cut costs by 15-20%.
- Responsible for overseeing all pertinent legal and guild approvals in collaboration with internal executives, counsel, and talent.

SNACKABLE VIDEO, LA, CA; CREATIVE DIRECTOR, 2013 to 2014 • ORIGINAL CONTENT PRODUCTION CO.

- Launched the original content and branded content divisions.
- Wrote, produced, directed, and shot all original digital content while improving the process to best leverage the talents of editors and designers to ensure project excellence on accelerated time lines.
- Partnered with agencies and brands to ensure adherence to licensing agreements, target budgets, aesthetic and functional specifications.

BIRD, LA, CA; SR CREATIVE EXECUTIVE + WRITER/PRODUCER 2010 to 2013 • BRANDING, DESIGN, AND DIGITAL AGENCY

- Delivered strategic thinking and potent creative to build powerful brands and market leadership for original content, web, print, and social media.
- Launched and lead a full-service production department, working with budgets up to \$6,000,000, that garnered millions of impressions and increased sales with award-winning campaigns.
- Directed design and creative teams across categories ranging from lifestyle, food, entertainment, and consumer products to contribute to the growth and success of the agency and the brand.

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STUDIO NUMBER ONE • SYFY • UNIVERSAL
VIRGIN • WARNER BROTHERS • WALDEN

WORK EXPERIENCE

ICONISUS, LA, CA; SR CREATIVE EXECUTIVE + WRITER/DESIGNER 2009 to 2010 • ENTERTAINMENT ADVERTISING AND DESIGN CO.

- Lead brand strategy and creative on projects in film, television, and sports that drove strategic development of upstream concepts and break-through creative that garnered \$2,000,000.
- Collaborated with marketing and studio executives to create category-defining creative, copy, and online experiences that drove customer engagement and fan loyalty.
- Lead rapid participatory design process integral to brand research, concept development, and studio/network positioning.

THE ANT FARM, LA, CA; ACCOUNT EXECUTIVE + COPYWRITER 2004 to 2008 • ENTERTAINMENT ADVERTISING AGENCY

- Directed innovative strategies that elevated film and television projects.
- Enhanced viewer experience with award-winning print and trailers to contribute to annual revenue of \$5,000,000 for the department.
- Collaborated cross-functionally to identify business expansion opportunities, actively participated in key art creation, and served as design lead on multi-million dollar films.
- Spearheaded department restructuring, redefined development processes, and improved adherence to corporate goals and target profits.

Thanks!

Brian Yetwin