

BRIAN YETWIN

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OVERVIEW

A results-driven professional with 20+ years of experience within the advertising and entertainment industries, creating successful, global, 360 creative campaigns across all genres as a Creative Director, Writer, and Producer.

Achieve significant increases in brand visibility and customer engagement through the creation of superior content, cross-divisional partnerships, hands-on leadership, and strong relationship building. Collaborative with worldwide marketing and production teams to bring to life countless innovative, award-winning campaigns.

Involved in projects from concept to execution to delivery, wearing as many hats as projects demand, with a focus on dynamic, continuously evolving technologies, and creative design tenets.

PARTIAL CLIENT LIST

HILTON • DISNEY • HBO • JAY Z • SEPHORA • SONY • CISCO • DISCOVERY • DREAMWORKS • EA
FOX • FX • IFC • LIONSGATE • WARNER BROTHERS • MIRAMAX • NEW LINE • PABST • PANDORA

COMPETENCIES

Writing; Creative Directing; Pre-Post Video Production; Strategic Thinking and Planning; Content Strategy, OOH; B2B; Experiential; Scalable Creative Campaigns; Talent Management; Brand Storytelling; Team Building; Design; GFX Creative; Guerilla Marketing; Script Writing; Screenplay Consulting; Producing.

WORK EXPERIENCE

GET ORGANIZED LA, CA; FOUNDER, 2016 to PRESENT • PROFESSIONAL ORGANIZING CO.

- Edit, organize, and design, helping clients maintain clutter-free surroundings and an organized lifestyle.
- Brand partner within the beauty, organizing, and apparel space to boost visibility and engagement.
- Help Fortune 500 companies downsize their excess and small businesses maximize their assets.

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

- Create videos, enabling brands to connect with people seeking products or services that help them thrive.
- Appraise trends, market forces, and clients' needs to produce sustained results with every 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.
- Developed and lead lean, creative marketing strategies, achieving significant increases in film's visibility.
- Creative directed all photo shoots for talent in collaboration with photographers like David LaChapelle.

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

- Launched the original video content and branded content division.
- Wrote, produced, directed, and shot original digital content.
- Recognized for consistently achieving sales targets and driving business growth on accelerated time lines.

BIRD, LA, CA; SR CREATIVE EXECUTIVE + WRITER/PRODUCER 2010 to 2013 • ADVERTISING CO.

- Delivered strategic thinking and potent creative to build powerful brands and market leadership for original content, web, print, and social media.
- Launched and led a full-service production department that garnered millions of impressions and increased sales with award-winning campaigns.
- Directed design and creative teams in the lifestyle, cuisine, entertainment, and consumer product categories to contribute to the growth and success of the agency and the brand.

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

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

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

- Enhanced viewer experience with award-winning print and trailers.
- Collaborated cross-functionally to identify business expansion opportunities, actively participated in key art creation, and served as design lead on multi-million dollar films and campaigns.
- Spearheaded department restructuring, redefined development processes, and improved corporate goals.

AWARDS

- Gold + Silver Addy Award • Cisco Consumer Website, Design/UX • BIRD Promotional Guide, Copy
- Gold + Silver International Design Award • Avatar Teaser Poster Design • Turkey Tourism Print Campaign
- Key Art Award • An Inconvenient Truth, Design/Copy
- Quirk Award for Web Series • Munchie the Doughnut
- Hopwood Award for Poetry • *On the Heels of Giants*, Collection
- IMP Award, 2015 • Best Comedy Copy

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