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**BRIAN YETWIN**

CREATIVE DIRECTOR | PRODUCER | WRITER

## PROFESSIONAL SUMMARY

Creative Director, Producer, and Writer with over two decades of expertise in the advertising and entertainment industries, known for crafting global, 360-degree creative campaigns. Adept at enhancing brand visibility and engagement through superior content creation, strategic partnerships, and dynamic leadership. Passionate about leveraging evolving technologies and innovative design principles to deliver award-winning projects from concept to execution.

## EMPLOYMENT HISTORY

2016 - PRESENT

### Founder/Writer/Producer, Cactus Treehouse, LA, CA

- 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.

2016 - PRESENT

### Founder, Get Organized, LA, CA

- 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.

2015 - 2015

### Creative Director, Lionsgate Premiere, LA, CA

- 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.

2013 - 2014

### Creative Director, Snackable Video, LA, CA

- 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.

2010 - 2013

### Sr Creative Executive + Writer/Producer, Bird, LA, CA

- 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.

2009 - 2010

### Sr Creative Executive + Writer/Designer, Iconisus, LA, CA

- 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.
- Fostered synergy with marketing teams, developing unique creative assets that amplified audience connection and brand resonance.

2004 - 2008

Account Executive + Copywriter, The Ant Farm, LA, CA

- 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.

EDUCATION

2000 - 2002

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

2000 - 2000

School of Film, New York University, Florence, Italy

1998 - 2000

School of Film, Loyola Marymount University, Los Angeles, California

SKILLS

Writing	Creative Directing
Pre-Post Video Production	Strategic Thinking
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	

ADDITIONAL INFORMATION

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