

# BRETT LEMICK

CREATIVE STRATEGY & PRODUCTION

BLEMICK@GMAIL.COM

• 083-412-3043

• WWW.BRETTRESU.ME

## EXPERIENCE

**Ryanair**, 2024 - Present

*Creative Studio Manager*

I'm proud to lead a talented team of designers, video producers, and content creators to create the best content in the world. I'm the protector of production, process, and the almighty brand bible.

**Rainbow Media Co**, 2021 - 2023

*VP, Programming and Development*

With a combined following of **11.4 million** on social, RMC is the most followed and engaged LGBTQ+ media company in the world, populating content on TikTok, Instagram, Facebook, YouTube, Snapchat, Twitter (X) and Threads.

I produced original series and bespoke videos that amassed **500+ million views**. Clients included Netflix, Hulu, HBO, Spotify, Paramount Pictures, Ben & Jerry's, Tony's Chocolonely, and more.

**Game Show Network**, 2020

*Casting Producer*

Led auditions with contestants, working with the casting director to build a team of 7 to cast the perfect TV personalities for "**25 Words or Less**" (Fox) and "**America Says**" (GSN). After the casting process I worked on set to prep contestants for their on-air appearances.

**Snap Inc.** 2018

*Consulting Producer*

Formed an LGBTQ+ network of leading queer voices, strategising influencer video content, social activity, and daily analytics.

**FlyrTV**, 2017

*Chief Content Officer*

Led programming at media/tech company featured on **TechCrunch**, **Business Insider**, **Digital Trends**, and **Cheddar**. Collaborated with our in-house developers to create content using our next-gen tech, producing professional social videos using mobile. Partnered with **Condé Nast** and **Mashable** by building them custom templates to utilise our proprietary rendering engine (acquired by **Pond5**).

**Vertical Networks**, 2016

*VP, Programming and Development*

Hired by **Elisabeth Murdoch** to create and launch our original Snapchat Discover channel "Brother" — a global lifestyle brand made for millennial men; this was a joint venture with **Snap**. Over the year we built a 25+ employee company and launched our channel, amassing **9+ million subscribers** (now over 18 million). I developed franchises, ran pitch meetings, commissioned video series, and oversaw the production and edits of thousands of short-form videos with new editions published daily.

**The Walt Disney Company**, 2010 - 2015

*Maker Studios (acquired by Disney)*

• *Executive Producer*

Funded by **Disney's** \$20 million programming budget, produced 7 original pilots (2 greenlit) ranging from fitness and motivational to music and tech. Managed a team of producers to realise each show from pre-production and shooting to post-production and premiere.

• *Director of Programming*

Led a team of 8 to create content for the music and lifestyle channel "Maker Music," and oversaw all phases of production. Partnered with **Interscope Records** in creating a marketing campaign and strategic launch for Will.i.am's music video "It's My Birthday," which garnered 150+ million views across YouTube and Vine.

• *Producer*

Led a team of 5 to create 100+ videos amassing **25+ million views** per month. Generated shows and budgets while overseeing production including location scouts, shoots, edits, and channel optimisation.

## PROJECTS

**Pride Campaign feat. Lil Nas X**, 2022

Created an interactive TikTok campaign which led to an organic duet from Lil Nas X resulting in 12+ million views across 4 videos.

**Disney Channel Music Video**, 2015

Produced "What A Girl Is" feat. Christina Grimmie and Dove Cameron. Aired on Disney Channel and YouTube (30+ million online views).

**America's Funniest Home Videos**, 2014

Writer, director, and co-producer of *ShayFV*, a 17-episode series collaboration with Vin Di Bona Productions (25+ million views).

## EARLY EXPERIENCE

**The Tonight Show with Conan O'Brien**

NBC Universal Production Intern, 2009

**The Jerry Springer Show**

NBC Universal Production Intern, 2008

## EDUCATION

**Bradley University**, 2008 - Peoria, IL.

Communications, Radio/TV

## SKILLS

**Software**

Final Cut Pro X, Adobe Photoshop, Canva, Keynote, Pages, Wix, Google Suite, Wochit, ChatGPT

**Hardware**

2021 MacBook Apple M1 Max, Canon EOS Rebel T5, Zoom H5

THANKS FOR READING!