

BRETT LEMICK

ONLINE VIDEO STRATEGY & PRODUCTION

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EXPERIENCE

Rainbow Media Co, 2021 - present

VP, Programming and Development

With a combined following of **11.4 million** on social, we are the most followed and most engaged LGBTQ+ media company in the world. Our brands populate TikTok, Instagram, Facebook, YouTube, Snapchat, Twitter, and Threads.

I produce engaging short-form videos and develop original series which have amassed **500+ million views** since I joined the team. We've worked with Netflix, Hulu, AT&T, AEG, Paramount Pictures, and a collaboration between Ben & Jerry's and Tony's Chocolonely.

Game Show Network, 2020

Casting Producer

Led and shot auditions with thousands of potential contestants. Worked alongside the casting director to hire a team of 7 and to cast the perfect TV personalities for "**25 Words or Less**" (Fox) and "**America Says**" (GSN). After completing 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, strategizing 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 utilize 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 **Snapchat**.

As one of the first 3 U.S. employees, I staffed our office by hiring 12 employees (in the first month) consisting of producers, PAs, editors, and directors/videographers. Over the course of the year we built a 25+ employee company and launched our channel, amassing **9+ million subscribers** (currently 18 million).

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 realize 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 optimization.

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 Business, Wochit, ChatGPT

Hardware

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

THANKS FOR READING!