

# BRETT LEMICK

CREATIVE STRATEGY & PRODUCTION

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## EXPERIENCE

**Ryanair**, 2024 - Present

*Creative Studio Manager*

No, I'm not a pilot but...

I'm proud to lead a talented team of designers, video producers, and content creators to create the best content in the world.

Protector of production, process, and the almighty brand bible.

From producing TV spots, mobile content, social campaigns, and internal comms, to rolling up my sleeves in design and ideation, I make sure every touchpoint feels unmistakably on-brand.

**Rainbow Media Co**, 2021 - 2023

*VP, Programming and Development*

With a combined following of **11.5 million** on social, RMC is the most followed and engaged LGBTQ+ media company in the world, populating content across all platforms. Produced original series and bespoke videos that amassed **500+ million views**. Clients include Netflix, Hulu, HBO, Spotify, Paramount Pictures, Ben & Jerry's, Tony's Chocolonely, and more.

**Game Show Network**, 2020

*Casting Producer*

From leading casting sessions to working on set, selected and prepped hundreds of contestants for **25 Words or Less** (Fox) and **America Says** (GSN), ensuring the right personalities shone on-air.

**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*

Directed programming at a media/tech startup (acquired by Pond5), featured in TechCrunch, Business Insider, and Digital Trends; worked with developers to build a video-creation app, producing mobile-first content and custom processes for major brands like **Condé Nast** and **Mashable**.

**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

**Ryanair TV Ad**, 2025

Developed (and voiced) a budget-friendly TV spot leading to a +21% boost in Summer bookings and +75% increase in flight searches.

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

Created a TikTok campaign with an organic Lil Nas X feature garnering 12+ million views across 3 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).

## EARLY YEARS

**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, Adobe Suite, Google Suite, Microsoft Suite, ChatGPT, Sora, HeyGen, Synthesia, and additional AI tools.

**Hardware**

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

THANKS FOR READING!