

# BRETT LEMICK

## CREATIVE STRATEGY & PRODUCTION

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### EXPERIENCE

#### Ryanair, 2024 - Present

##### Creative Studio Manager

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.

#### 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 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

#### 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 X, Adobe Photoshop, Google Suite, Microsoft Suite, Wochit, ChatGPT, Sora, HeyGen, Synthesia, and additional AI tools.

#### Hardware

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

THANKS FOR READING!