

BRETT LEMICK

PROGRAMMING, PRODUCTION & DEVELOPMENT

BRETTLEMICK@GMAIL.COM

WWW.BRETTRESU.ME

EXPERIENCE

Rainbow Media Co, 2021 - present

VP, Programming and Development

With a combined following of **7.4 million** on social, we are the most followed and most engaged LGBTQ+ media company in the world.

I produce and curate short-form viral videos on Facebook which accumulated **300+ million views** in 2021. I work with top LGBTQ+ talent for queer campaigns and edit original interviews with celebrities like Lin-Manuel Miranda, Andrew Garfield, Jessica Chastain, and more. Currently in pre-production for 4 verified Snapchat shows launching early 2022.

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

Manager, Talent and Content Strategy

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).

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 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

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).

Maker Studios Halloween Special, 2014

Creative producer and writer on original Maker-branded half-hour "Maker Monstober" seasonal special (aired on **Disney Channel**).

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

Editing

Proficient at Final Cut Pro X, Adobe Photoshop, and deck building.

Computer

Proficient on Apple and PC, Keynote, Pages, Google Business, etc.

THANKS FOR READING!