

Dean Shirley

ART DIRECTOR / PRODUCER / EDITOR

With 15+ years of experience in both agency and corporate worlds, I specialize in branding, broadcast television, budget development, creative direction and interactive project management. My experience includes: Producing and editing LifeLock's national DRTV commercials, co-branded TV campaigns, and online videos, driving year over year membership growth. Marketing launch of NBC in the 2nd largest market on the West Coast. Project managing .NET solutions. Clients such as: Hyundai, AT&T, ExxonMobil, PetSmart, CBS and Nike. Let's chat:
Mr.Dean.Shirley@gmail.com

MrDeanShirley@gmail.com
office

Experience

Director

Oct 2008 - Present

Freelance

Developing strategic and creative digital, TV, and print content. Art directing and leading designers (digital, graphics, motion), copywriters, editors, photographers, and producers. Analyzing data and developing strategies to increase digital audiences. Brand development and commercial production. Sample of clients include: Hyundai, AT&T, ExxonMobil, PetSmart, and AT&T.

Marketing Producer

Phoenix, AZ
May 2012 - Apr 2016

Lifelock

Creation of nationally broadcast TV spots, from pre- through post-production, driving year-over-year member growth. Forecasted and developed creative budgets. Executed rights-managed licensing of music, video, photography and voice talent. Developed creative briefs and led kick-off meetings. Negotiated and contracted vendors/freelancers. Implemented a digital asset management solution for marketing department. Managed cross-team partnerships with digital, product, analytics & legal departments. Producing, editing, and sound design for national and internal video production.

Interactive Producer

Phoenix, AZ
May 2006 - Oct 2010

McMurry

Managed digital development and strategic direction of interactive solutions. Created information architecture, user flows, and curated client requirements. Used agile project management methodologies for web development (CMS and .NET environments). Managed vendors (print orders, approvals, bids, purchasing, billing). Developed training manuals, participated in product upgrade sessions and brainstorming, and worked directly with engineers to enhance platform for clients. Domain set-up, DNS configuration and purchasing SSL certificates.

Marketing Producer

Portland, OR
May 2003 - May 2006

Fisher Communications

Devised advertising campaigns based on briefs and budget. Writer, producer, editor and art director for studio and on-location productions. Coordinated and directed photo and video shoot; assigned graphic design projects. Collaborated with creative teams on project executions.

Marketing Supervisor

San Francisco, CA
Jan 2000 - May 2003

NBC Universal

Executed NBC's advertising campaigns for the network's 2nd largest launch on the West Coast and helped achieve number 1 Nielsen rating, until departure. Led and mentored production teams (directors, producers, copywriters, and editors). Supervised NBC Universal's brand guidelines implementation and adherence across departments. Collaborated closely with cross-functional teams to manage joint operations including workload balance, budgets, schedules, and quantity and quality of creative projects. Managed budgets for multiple productions (as high as \$500,000).

* Winner - Emmy Award (Producer)

Producer / Editor

Phoenix, AZ
Aug 1998 - Jan 2000

Meredith Corporation

Developed strategic design solutions for broadcast and outdoor branding campaigns throughout Phoenix market. Wrote, produced, designed and edited on-air campaigns. Supervised vendors to complete broadcast productions.

Education

Bachelor of Science in Visual Communications

Moscow, Idaho
1991 - 1996

University of Idaho

Specialties

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Emmy Award Winner, Video Producer, Interactive Project Manager, Art Director, Video Editor with experience in budget management, production team management, and digital marketing.

Skills include: Google Analytics, digital media strategy, creating online marketing assets, video producing and production, and art direction.

Avid Symphony, Final Cut Pro, Adobe Creative Suite (Photoshop, After Effects, Illustrator, Premiere Pro, Audition), WorkFront, Trello, Basecamp, & InVision App

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