



# IAN MACLEOD

Creative Director | Executive Producer

## EXPERIENCE

### Creative Director

MGM Studios – Domestic Channel Group | 2017 – present

Digital Networks: **MGM HD** | **COMET** | **CHARGE!** | **LIGHTtv** | **IMPACT**

- Responsible for clear brand messaging, strategy, and overall creative for 5x digital-networks with emphasis on quality, alignment, and promo planning execution
- Ensure cohesive campaigns across all platforms (On-Air & VOD) by curating the 4K+ MGM library and super serving NICHE demos
- Focused on building synergies such as branded blocks, programming stunts, and series launches (new acquisitions) with emphasis on ad sales marketing to drive revenue

### Creative Director | Executive Producer

Red Beard Brigade Productions | 2014 – present

- Full production services from ideation to launch
- SCRIPTED + UNSCRIPTED expertise
- Team of C O L L A B O R A T O R S with high-level aesthetics in:
 

○ Ideation	Development	Line Producing
○ Scripting	Casting	Talent Recruitment
○ Pre-production	Locations	Production Design
○ Direction	Cinematography	Compositing
○ Post-production	Color Correction	Audio Mix + Design
○ Marketing	Digital + Print	Social

### Writer | Producer | Director | Editor

NBCUniversal – Bravo Network | 2008 – 2017

- AD SALES MARKETING
  - Executed RFPs and drove revenue.
  - Created 360 experiences from On-Air to Digital
  - Effective in Brand Recall and Opinion Lift
- MOVIE INTEGRATION
  - Shot high-profile talent such as Steve Carell, Octavia Spencer, Diddy, Nicole Kidman, & Reese Witherspoon
  - Studios+Clients: Universal, Fox, Disney, Warner Bros, Lionsgate, Paramount and Sony. Chevy, Stella Artois, Capital One
- RELATIONSHIPS: Executed over 100 productions and established lasting rapport with talent + artists, creative producers, vendors, and production companies

### Director | Producer


Design Matters/ United Nations – Pasadena, CA | 2006  
SAY SOMETHING – Domestic Violence PSA


### Director | Producer | Cinematographer


Subterranean Films – Brooklyn, NY | 2005  
NYC JEWS – Feature Documentary


### Director | Producer | Cinematographer

Covenant House – Los Angeles, CA | 2004  
SECOND CHANCE – Homeless Teens in L.A. – Documentary

 redbeardbrigade@gmail.com

 213.220.8922

 ianhawkmacleod.com

 2606 Vanderbilt Lane, #C,  
Redondo Beach, CA 90278

## PROFILE

- Passionate about high-levels aesthetics through craft + process
- Creating social impact entertainment through philanthropy
- Emphasis on building brands, growing advertising partnerships (organically) and driving revenue through authentic integrations
- Motivated to construct and design platforms by fostering relationships with artists + influencers, super serving NICHE audiences, and creating disruption in the market place

### CORPORATE CULTURE

Leadership | Sales | Organization | Strategy  
Presentation | Planning | Culture

Contracts | Negotiations | Conflict Resolution

### PROGRAM KNOWLEDGE

Avid | Adobe Premiere

After Effects | Cinema 4D

OAP (On-Air Pro) | ASANA | Mediasilo

MS Office | Adobe CS | Dropbox

### Master's of Fine Arts

Art Center College of Design, Pasadena | 2006  
Emphasis in Film Directing

### Bachelor's Degree – Theatre Arts

California State University, San Bernardino | 2002  
Emphasis in Acting + Playwriting