

BRIAN LEONARD

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VIDEO DIRECTOR / CREATIVE DIRECTOR

Summary

Experienced creative director, writer and director delivering award-winning creative for global brands.

Eclectic background, spanning various disciplines, brings deep knowledge of creative strategy as well as fresh perspectives to develop stories, content, and solutions across multiple channels, including digital, video, social, print, and live events. Brian is a storyteller with a unique POV and ability to translate client messaging into meaningful content. Background includes experience as an actor (screen, stage, and voice) and standup comedian.

AREAS OF EXPERTISE

Creative Director | Writer | Commercial & Video Director | Ideation | Strategy |
Branding/Rebranding | Staff Management | Client Relations | Business Development |
Event Production | Actor (TV, film, commercials) | Standup Comic

PROFESSIONAL HISTORY

LinkedIn | Sunnyvale, CA 2018-Present

SENIOR WRITER / DIRECTOR

Concept, write, and direct videos for external and internal audiences. Work directly with our CEO and other C-suite executives on messaging, including concepting and developing a new bi-monthly Company Updates program. Other highlights include writing and developing **Fertility Project** commercial for UK's campaign to de-stigmatize fertility issues in the workplace (Honored by Webby Awards); **Culture Conversations**, a series of videos, that capture cultural and racial conversations in the workplace; and **Forward**, the largest event produced by LinkedIn: 30k attendees from around the world, for which I concepted, wrote, and directed content.

Instinctif Partners | London, UK, San Francisco, CA 2016-2018

CREATIVE DIRECTOR

Drive strategy, craft messaging and execute campaigns for internal and external audiences for **eBay**. Work directly with eBay CEO and other C-execs to develop messaging for live events, including developing creative and directing a team of ~20 for the inauguration of eBay's annual live event, eBay OPEN, in Las Vegas. Other projects include an international campaign to drive employees to donate their time to community projects, and a global campaign to revitalize local business by partnering with eBay, among others.

Camp Creative | Berkeley, CA 2012-2016

CREATIVE DIRECTOR

Led client engagements and developed content while directing ~6-member creative team and managing vendors and freelancers. Identified new business opportunities and pitched creative to clients. Wrote, directed, and managed production for commercials, videos, motion graphics, and branding pieces for various technology and B2B clients.

Clients included: **Google** (Google+, Google AdWords, Google Play, Google Cloud Platform), **Cisco**, **Adobe**, **Intel**, and **Yahoo!**

Select Highlights:

- **Consulted with Google** on strategies to enhance engagement on Google+, leading to 60% increase in active users and increasing time on stream 2X.
- **Directed 100+ videos for Google** AdWords and Google Brand Team, capturing new business through proactive relationship building.
- **Brought in new clients:** Adobe and Gymboree. Generated 3rd highest billings at agency

- **Led rebranding** of \$750M Adobe Global Services (AGS). Designed new visual identity, including a new logo, and authored updated brand book and messaging guide.
- **Oversaw 5-month project** to develop Adobe's Customer Satisfaction and Success Report.
- **Led Branding of IoT Talent Consortium** Wrote a positioning paper for the consortium (Cisco, GE, MIT, others) and wrote/directed video to launch IoT Talent Consortium World Forum, Dubai.
- **Led Social Media Campaigns** (Twitter and LinkedIn) for numerous Fortune 100 executives.

b.e. Creative | Oakland, CA

1995-2002 & 2010-2012

CREATIVE DIRECTOR, WRITER & VIDEO DIRECTOR

Provided a range of services including writing, directing and event production for clients. Select Highlights:

- **Super Stars Literacy** – Developed and wrote branding book and all messaging for this non-profit.
- **Kaiser Health** – Developed, wrote and directed PSA campaign to combat childhood obesity. "Rethink Your Drink" won Gold Hugo, Chicago Film Festival.
- **SFVodka** -- Developed and created their initial print campaign, including their tagline (with Asterix Group). Winner of Ad Forum's 'Ad of the Month.'
- **Authored content for a variety of high-profile** personalities and projects, including Bob Costas, Ellen DeGeneres, Sam Donaldson, Pixar, BBC Radio, among others.

Groove 11 | San Rafael, CA

2007-2010

CREATIVE LEAD

Drove creative projects, serving as writer, director and creative director for videos, motion graphic, and branding pieces for technology and spirits-based clients. Led a collaborative cross-functional creative team of artists, designers and developers. Clients included: **Cisco, Diageo Wine, Diageo Spirits, Autodesk, Citrix.**

Select Highlights:

- **Directed numerous photo shoots** for Diageo.
- **Led the industry product launches** of Bulleit Bourbon and Ciroc Vodka.
- **Led strategy for Diageo Spirits** to drive engagement across sales channels. Introduced web-based sales platform, created content, including videos and sales enablement tools.

South Park Media | San Francisco, CA

2002-2006

CREATIVE DIRECTOR

Developed content and drove creative management for live events, including product launches for AMD and Genentech. Additionally, wrote keynote speeches for various Fortune 500 CEOs.

- **Creative Director for AMD** product launches of their Opteron and Athlon processors.

ADDITIONAL EXPERIENCE

ACTOR

1987-Present

Feature films include *Bee Season*, *The Bachelor*, and *Bottle Shock*, among others, episodic TV includes *girls club* and *Nash Bridges*, numerous commercials, and an established voice actor.

STANDUP COMIC

1985-1998

Performed in comedy clubs and theaters across the country and appeared on numerous TV shows, including A&E's *Evening at the Improv* and *Comic Strip Live*. The San Jose Mercury News says that Brian is "...one of San Francisco's most intelligent and funniest comedians."

EDUCATION

DePaul University, Chicago, IL

B.A., Highest Academic Distinction, Communications, 2014 | GPA: 4.0