

Zack Gregory... Creative Director for Video Content and Design Marketing

(615) 517-8522 ■ zack.gregory3@gmail.com ■ linkedin.com/in/zackgregoryyy ■ Nashville, TN

www.zack-gregory.com

Award-winning Content Creator and Video Engineer with work spanning multiple platforms and software deliverables. Created and produced broadcast and digital content that has garnered millions of views and directly influenced high-profile clients, artist, and brands in a fast-paced ad agency setting.

- **Media Design and Team Management** – Lead Video Creator in all aspects of production and strategy for internal and external systems within \$1K-\$300K budgets with aggressive timelines for placement on TV and digital ad buys.
- **Strong Technical Acumen** – Leverage video and digital technologies that streamline productions and reduce costs, while improving quality and efficiency. Improving virtual productions practices and new business techniques.

Recent Awards

2021 W3 Award ■ 2020 Reed Award ■ 2019 Pollie Award ■ 2018 Gold Davey Award
2018 Amsterdam Film Festival – Van Gogh Award Special Jury Prize

Career Achievements

The Buntin Group – Nashville, TN

Jan 2022 – Present

Creative Video Engineer

Lead In-house Video Creative and Media Engineer for content and deliverables for commercial ad buys and client facing end to end production and distribution. Developed, Designed, Edited, and Shoot compelling digital creative concepts to clients and management and created new strategies for video development and in-house production standards and media archiving.

- **Reputation and Consistency** for delivering high-quality digital videos on time and within budget and for the collaborative process of engaging account and production teams in creative planning and process.
- **Improved technical production cost** in software and video gear purchases by sourcing new cost-efficient technical vendors and copyrights with new licensing contracts that streamlined approvals and workflow performance.
- **Innovated media department** by optimizing production standards, operations and workflow, recommending cost-effective and high-quality equipment purchases, and introducing best production practices. Formed new points of revenue and brand licensing.

Projective Films – Chicago, IL

May 2022 – Dec 2022

Creative Director

Lead Creative in video production and marketing. Pitched video and digital concepts, outlined company strategies, and produced content within budgets of up to \$50K. Sourced talent and crews of copywriters, production crews, cast, digital artists, and graphic designers.

- **Created AR Advertising Campaign for 9Round Gym** for their over 100k followers. Promotional advertising throughout the Chicago area drawing in millions of views on social media and raising social brand presence and memberships up by 50%.
- **Incorporate Virtual Production Departments and Practices** with Unreal Engine 4 for real-time advertising and virtual events.

CREATIVE DIRECTOR

Created, designed, managed, produced, and edited nonprofit TV and digital ad campaigns within \$30K-\$120K budgets. Developed production schedules, lead team creative exercises, planned video, and digital shoots. Pitched creative ideas and concept strategies, designed storyboards and digital production outlines. Cast, reviewed, and selected talent; managed film crews of 5-40 creative professionals in a union environment. Oversaw employee tasks and review approvals with management and agency partners.

- **Planned, scripted, and produced TV / digital ads** for Kwame Raoul Attorney General Statewide Campaign. Considered an underdog to win, but our TV and digital content garnered 30M+ views nationwide and resulted in Kwame's successful election.
- **Led end-to-end production of 2020 Reed Award-winning ad** for Best TV Ad State Legislative Campaign – John Bell 100 Yards. Mr. Bell won The State Congressional Race in Virginia.

Chollette, LLC – Chicago, IL

October 2016 – November 2017

CREATIVE DIRECTOR

Managed all aspects of creative production for business to consumer services with creative staff of 5, with in \$1k - \$20k budgets, on time, and to client and management specifications. Sourced talent, hired crews, secured locations, and led production as primary director, editor, and cinematographer. Developed new business by presenting compelling digital creative concepts to clients.

- **Played an instrumental role in growing video/advertising business by 63%** as primary lead contributor and creator along with leading digital marketing strategies.
- **Led end-to-end production of 2020 Reed Award-winning ad** for Best TV Ad State Legislative Campaign – John Bell 100 Yards. Mr. Bell won The State Congressional Race in Virginia.

Strengths that Impact Production

- | | | |
|------------------------------|---------------------------------|-----------------------------|
| ■ Video & Digital Production | ■ Agency Timelines & Structures | ■ Budgeting & Scheduling |
| ■ Visual Content Creation | ■ Technical Precision & Design | ■ Video/Digital Engineering |
| ■ Planning & Development | ■ Client Engagement | ■ Post-Production Editing |

Technical Skills

- | | | |
|-------------------------------------|--|---------------------------------|
| ■ Adobe Software (Editing/Print Ad) | ■ Microsoft Software (Word, Office, Excel) | ■ DaVinci Resolve (Color) |
| ■ Spark AR (Augmented Reality) | ■ Adobe After Effects (VFX, Graphics) | ■ Unreal Engine (Virtual Prod.) |

Credentials

Columbia College, Chicago
Bachelor of Fine Arts (BFA) in Cinema Arts and Sciences