

Scott McCullough

Director | Cinematographer | Creator

310-437-3518 | director.scott@gmail.com | www.scottmccullough.com

WHAT I DO + WHO I AM

I unite bold creative vision with technical precision to deliver cinematic stories that resonate and drive results. As a production partner, I bring steady leadership, clear planning, and calm confidence that keeps teams focused and projects on track. I'm rooted in integrity and relentless preparation, always serving the story, characters, and creative vision. I thrive on set - close to the frame and the performers - building trust, embracing collaboration, and elevating the work.

SUMMARY

Award-winning filmmaker with over 200 international honors including Cannes Lions Finalist, Grammy recognition, Emmy Shortlist, 24 Telly Awards, and 8 RIAA Gold music videos for Prince. Directed acclaimed features, documentaries, advertising, and music video content for global brands including Pepsi, Ford, Budweiser, NASCAR, Vogue, and Kubota. Versatile in directing, cinematography, and editing with proven success in both artistic and commercial storytelling.

SKILLS

- Directing & Producing: Commercials, documentaries, narrative features
- Cinematography & Editing: Multi-camera directing, advanced post-production with visual effects experience
- Industry & Technical: Brand campaigns, immersive content, production management, budgeting & scheduling

EXPERIENCE

Edge of Reason, LLC (Founder / Director · Loan-out Production Company) 1993 - Present

- **Directed, shot, and produced** 200+ award-winning commercials, music videos, and feature projects
- **Collaborated with Pepsi, Budweiser, NASCAR, Vogue, Kubota, Target, Coors, Paul Newman**, and more
- **Delivered NASCAR 70MM** documentary with **727% ROI** and Emmy-shortlisted commercial campaigns
- **Worked with top-tier agencies** including **DDB, Richards Group, BBDO, Publicis**, and **Team One**

Prince / Warner Bros. (1991-1993)

- **Directed, shot, and edited** multiple **RIAA Gold-certified music videos**, defining Prince's visual legacy
- **Partnered with Warner Bros. Records** on productions achieving multiple **#1 Billboard Music Video rankings** and receiving acclaim from *Rolling Stone*, *Variety*, *The New York Times*, and other leading outlets
- **Pivotal contributor** to **Grammy** and **MTV Video Music Award-winning** projects, advancing excellence in music video production and storytelling
- **Generated \$22M on \$2.2M budgets — a 1,005% ROI**, establishing a rare industry benchmark
- **Personally entrusted by Prince** to work one-on-one without video assist and supervise color grading, underscoring his confidence in my creative vision and precision

SELECTED AWARDS

- **Cannes Lions** – Finalist
- **2025 Grammy Awards** (Prince contribution) - Best Historical Album 'Diamonds and Pearls' Super Deluxe Edition
- **Emmy Awards Shortlist** - Best Music Video/Promotion,
- **Florence Film Awards** - Best Director, Best Picture, Best Short Documentary
- **Paris Film Awards** - Best Feature Documentary
- 24-time **Telly Awards** winner, 6-time **RIAA Gold** Music Video winner

EDUCATION

University of Minnesota – BA, Film Production & Advertising, School of Journalism - studies transitioned into professional directing career with the recruitment of Prince/Warner Bros.

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Virtually every project has earned awards or festival honors - including Cannes Lions Finalist, Emmy Shortlist, Grammy recognition, 24 Telly Awards, 8 RIAA Gold music videos for Prince, and multiple Best Director awards worldwide.

SELECTED FEATURES & DOCUMENTARIES

- Prince & The NPG 'Live at Glam Slam' - Director/DP, Sony/Warner (major acclaim)
- Prince & The NPG 'The Thing Called Soundcheck' - Producer/Director/DP/Editor, Sony/Warner
- 'Captain For Dark Mornings' - Director/Producer (in development, 4 screenplay awards)
- 'Three Days Gone: Based on the Life of Lucas Snow' - Director/EP/Editor (24 festival wins)
- 'The Exorcism Diaries' – Director/Producer (6 festival wins, 9 nominations)
- 'The Prince of Paisley Park' - BBC Omnibus Segment Director/DP (Benny Medina interviews, performances)
- '100%' NASCAR 70MM Thunder Theater - Director/DP/Editor (727% ROI, NASCAR Films/Reynolds America)

SELECTED COMMERCIALS

- Pepsi 'Countdown to Now' - Director/DP, NBC/Universal/Pepsi/Saturday Night Live
- National Veterans Foundation 'The Other Note' - Creator/Writer/Director/DP (Prime Time EMMY Short List)
- Budweiser 'Push On' (NASCAR) - Director/DP, DDB
- Vogue 'Better Together' - Director/DP/Camera/Editor, EOR Creative
- Kubota Campaigns (2016-2018) - Director/DP, Paulsen Advertising
- Lowe's Home Improvement 'Backyard' - Director/DP, BBDO
- Home Depot 'You Break it, You Fix It' - Director/DP, The Richards Group
- Ford Motor Company "NASCAR Fear Isn't", F150 campaigns and more - Director DP, Team One, Detroit
- General Motors Corporation '106 vehicles/23 days/two countries' Director/DP, Leo Burnett Worldwide
- Jesse Ventura 'Jesse the Mind' - Director/DP/Producer, Northwoods Advertising (ADWEEK Top Spot)

SELECTED MUSIC VIDEOS

- Prince 'Gett Off - The Home Video' assets/videos - Director/DP/Editor, Warner Bros./Paisley Park (RIAA Gold)
- Prince 'Daddy Pop' Director/DP - Paisley Park Warner Bros.
- Prince 'Sexy M.F.' – Segment Director/DP/Camera, Warner Bros. (RIAA Gold)
- Prince/Tony M 'Call the Law' Director/DP/Editor - Paisley Park/Warner Bros
- Prince 'Money Don't Matter Tonight' - 'A' Camera, Dir. Spike Lee, Warner Bros. (RIAA Gold)
- Prince Europe Tour Rehearsal/films 'Diamonds and Pearls' Director/DP/Camera Operator - Warner Bros.
- Carmen Electra 'Early in the Morning' - Director/DP, Produced by Prince, Warner Bros.
- Mizz Nina ft. Colby O'Donnis 'What You Waitin' For' – Director/DP (#1 Malaysia, 6M views)
- Chris Cummings 'That'll Teach Her' - Director, WEA Canada/CMT (Director of the year nomination)
- MKX 'Man on a Mission' – Director/DP/Editor (6 #1 EDM charts)
- Prince Live in London "Nothing Compares 2 U" Segment Director/DP- Warner Bros./Paisley Park

SELECTED AWARDS

- 2025 Florence Awards – Best Director, Picture, Short Doc
- Cannes Lions Festival - Finalist
- 2025 New York Movie Awards - Best Director
- 2022 World Indie Film Awards - Best Editing
- 2023 London International Film Festival - Best Director
- 2022 Swedish International Film Festival - Best Director
- 2022 Palm Springs Shorts - Best Male Director
- 2025 Paris Film Awards - Best Feature Documentary
- Festival International De Biarritz 2003 Jury Award
- 2021 New Wave Film Festival (Munich) - Best Film
- 2021 Global Shorts - Winner (Music Video)
- 2021 International Short Film Awards – Best Director
- Grammy Awards (Prince contribution) - Best Historical Album
- 2018 Prime Time Emmy Shortlist - Music Video & Promotion
- NY Festivals – Gold, Platinum, Silver, Bronze
- 8 RIAA Gold Music Videos – Prince
- EFFIE Award – Advertising Effectiveness
- Multiple ADDYs – Gold, Silver, Best of Show
- 3x 'Director of the Year' – MN Music Video Awards
- ADWEEK Top Spots: 1998, 1994
- 2022 Brazil International Independent Film Festival Best Director



DIRECTED SOME OF THE BIGGEST BRANDS
YOU'LL BE IN GOOD COMPANY
 SOME OF THE MOST CREATIVE AGENCIES

