Brian Baucum

Senior Creative Producer

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**Senior creative leader with a passion for developing cohesive and impactful creative solutions for clients, backed by 10+ years of diverse experience managing projects from ideation to execution.**

# Summary

Highly efficient and effective Creative Producer with extensive experience collaborating with partners and stakeholders, creating accurate budgets, conducting thorough research, and leading teams to deliver exceptional results across a variety of mediums and platforms.

Possesses a unique leadership style that empowers each team member to lead effectively. Expertise in video editing and production, overseeing the creative process from conception to final execution, resulting in exceptional results for clients. Adept at managing client relationships, ensuring that expectations are met or exceeded, as well as maintaining open and transparent lines of communication throughout the project lifecycle.

# Areas of Expertise

* Leadership & Management
* Strategic Planning & Analysis
* Communication & Collaboration
* Design & Creative Principles
* Project Management
* Brand Development & Marketing
* Industry Trends & Best Practices
* Production Workflows
* Video & Audio Production
* Contract Negotiation
* Vendor Management
* Production Software
* Flexibility & Adaptability
* Team Feedback & Mentorship

# Highlights of Strengths

* **Leadership and management**: lead and manages creative teams, collaborates with clients, and manages projects.
* **Strategic planning and creative problem-solving**: creates and implements effective creative strategies, as well as the ability to solve problems creatively.
* **Excellent communication and collaboration**: ensure that all stakeholders and team members are on the same page and aligned with the project goals.
* **Project and deadline management**: multitasks, manages time efficiently, and works effectively under pressure to meet tight deadlines.
* **Stakeholder management and client communication**: builds and maintains strong relationships with clients and stakeholders to ensure successful project outcomes.
* **Design software and tools**: Skilled with video production and editing, photography, cinematography, motion graphics, Adobe Creative Suite, and Final Cut Pro.

# Career Experience

## Aquent Studios, San Diego, CA 2019 – 2023

**Senior Video Producer**

Successfully led video production projects from concept to completion, meeting project timelines and budgets. Collaborated with cross-functional teams to develop and execute creative video concepts that align with marketing goals and company vision. Supervised and trained junior video production staff, ensuring high-quality video output and professional standards. Demonstrated expertise in scheduling, filming, and editing projects for various platforms, including internal gated applications, external non-gated applications, social media, and online marketing platforms. Developed and maintained relationships with external vendors, freelance crew, and talent to expand production capabilities.

* + Collaborated with Fortune 500 companies' in-house creative teams to produce globally recognized marketing collateral for industry leaders, such as MasterClass, Marriott, LPL Financial, John Deere, and Rockwell Automation.
	+ Increased project efficiency by leading the creative team in developing and executing complex overarching projects, from concept to final deliverables, across multiple creative disciplines.
	+ Optimized client satisfaction by fostered strong business relationships, resulting in multi-year contract extensions for four consecutive years, over 20% growth in revenue, and maintained over 90% team utilization each year.
	+ Successfully managed bi-weekly meetings with both agency and clients' creative teams, ensuring projects and deliverables were consistently on schedule, within budget, and exceeded both partners' expectations.

## Freelance / Contract, San Diego, CA 2012 – 2025

**Senior Creative Producer**

Developed and executed creative concepts for a variety of clients across different industries, resulting in successful marketing campaigns and increased brand recognition. Collaborated with clients to determine project objectives and establish clear communication channels, resulting in improved project outcomes and positive client feedback. Maintained strong client relationships and facilitated repeat business by providing exceptional service and delivering high-quality work. Produced a diverse range of content, including video, audio, and written materials, optimized for various platforms and mediums, such as social media, websites, and broadcast television.

* + - **Rancho La Puerta | Destination Spa & Fitness Retreat**: Implemented a successful video marketing strategy in collaboration with the company's creative team, resulting in the highest occupancy and revenue in the property's 75-year history, and produced over 15 promotional pieces showcasing the award-winning property and its services.
		- **Pacifica Companies | Real Estate Investment Firm**: Produced a highly effective promotional video that served as the company's primary asset in securing $50 million in multi-national investments for a 553-acre project on California's last piece of waterfront property available for multilevel development.
		- **LYTX | Driver Safety Technology**: Demonstrated versatility in developing internal video content across multiple departments, including Human Capital, Legal, Sales, and Marketing, and successfully led the production of the company's annual User Group Conference, covering keynote speakers, educational breakout sessions, award ceremonies, and client testimonials.
		- **Andy Warhol Foundation**: Produced a series of short documentary pieces that captured the collaboration process between legendary surfboard shaper Tim Bessell and visual arts icon Andy Warhol, through which Tim shared his experiences of idolizing Warhol as a child and his acquisition of global rights to showcase Warhol's art on his surfboard designs.
		- **Artist Wade Koniakowsky**: Collaborated with world-renowned artist Wade Koniakowsky to capture his creative process in action as he worked on a commissioned painting for a client, providing a unique glimpse into the inspiration behind Koniakowsky's iconic ocean-inspired artwork, which has gained worldwide recognition and is currently showcased in galleries across the United States and internationally.

Lennar Homes, San Diego, CA Sept 2023 - Jan 2024 *Senior Marketing / Production Manager*

Led the full lifecycle of marketing projects from initial concept to final execution, ensuring alignment with strategic marketing goals. Collaborated effectively with the creative services leadership team to guarantee projects were executed flawlessly, on schedule, and within budget constraints. Developed and implemented marketing processes, and established project workflows and guidelines to enhance efficiency in project management. Managed the allocation of creative tasks across the team, ensuring an optimal balance of workload and prioritization that met evolving business needs.

* Led the strategic planning and execution of marketing initiatives, aligning project deliverables with broader company objectives.
* Managed cross-functional teams, ensuring seamless collaboration between marketing, sales, and external agencies to deliver high-quality marketing collateral and creative assets on time and within budget.
* Developed expert-level presentations that enhanced stakeholder engagement and supported brand positioning efforts.
* Orchestrated multi-channel marketing campaigns that improved customer acquisition and retention, closely collaborating with sales, product marketing, and digital teams to ensure cohesive brand messaging and strategy execution.

# Film Experience

**Revolution Food Documentary Food, 2014** *Executive Producer & Writer*

* + - Successfully managed 14 months of international production across 5 countries as Executive Producer, organizing all travel and production schedules for a film project.
		- Collaborated with the Director on research and concept development, resulting in the creation of an engaging, informative, and accurate script.
		- Conducted and scheduled all interviews with subjects showcased in the film as part of the production team.