

# Ian Mitchell

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## Summary

Creative and strategic brand leader with 14+ years of experience across broadcast, digital, content, design/creative and consumer marketing for entertainment, media & global brands.

I bring out the human voice that exists within every brand and create big moments with unique points of differentiation in an overcrowded sea of messaging.

Versed in building and leading new teams within organizations while communicating to all stakeholders and developing a positive work culture that nurtures creativity while attaining key business results.

Recipient of the following awards: Cannes Lions Film Gold / Silver / Bronze , The One Show Gold /Silver, CLIOs Gold, D&AD, Webbys / Addys

## Experience

### **Creative Director - Microsoft**

Apr 2020 - Present (1 year 5 months +)

- Leading and managing internal creative teams to help change the narrative lens for brands within the Microsoft portfolio.
- Providing creative direction in scripting, ideation, mood boarding and client presentations
- Creating storytelling platforms that help brands redefine their positioning and messaging in their ever changing environments.
- Working with and presenting concepts and ideas to key stakeholders within different business verticals throughout the company.

### **Sr Creative Producer - Grey Group**

Jul 2019 - Sep 2019 (3 months)

- Lead a creative team to develop a LiveTV commercial for YouTube featuring Buzz Aldrin for the 2019 World Series.
- Managed internal stakeholders, creative teams, clients, production partners, all while enhancing the creative integrity from previous campaigns.

YouTube TV - Ball on The Moon

<https://vimeo.com/370730383>

## **Sr Creative Film Producer - 72andSunny**

Jun 2019 - Aug 2019 (3 months)

- Worked with the new CMO of the NFL and the agency creative team to help rebrand the struggling Thursday Night Football air space.
- Created a fun, innovative campaign that amplified NFL teams by putting rival fanatics up against each other.
- Viewership of Thursday Night Football increased from 10M viewers to over 15M viewers
- Created 10 :30 spots to showcase the weekly rivalries as well as a :60 Anthem that ran during the preseason and weeks leading up to the first all new Thursday Night Football lineup.
- The campaign ran on digital, TVC and OOH omnichannel campaigns throughout the season.

Thursday Night Football Anthem

<https://vimeo.com/353623785>

## **Sr Film Producer - Apple**

Jun 2018 - Apr 2019 (11 months)

- Managed creative stakeholders to create a moving film that showcased real Apple Watch users and the impact it had on their lives.
- Interviewed 100s of Apple Watch users from around the world to hear their stories.
- Managed a best in class production partner as well as award winning director to visualize and capture the stories

Real Stories Film

<https://vimeo.com/309375269>

<https://vimeo.com/605037123>

Apple October Keynote opening film

- Worked with and managed heads of creative and production to create a Keynote opening film.
- 2M viewers from across the world watched the event live.

Apple New York Minute Film

<https://vimeo.com/298189309/778632d932>

Apple TV+ 24hr Launch Film Teaser - Cannes Gold Lion Film winner.

“Caught on Camera”

- Created the company’s first ever 24hr Film that teased the Apple TV+ launch with a one-time airing during lead up to the Apple Keynote, setting internet rumor mills on fire.

## **Sr Creative Producer - TBWA\Chiat\Day**

Oct 2017 - Mar 2018 (6 months)

Gatorade - Sisters in Sweat Clio Gold winner, One Show Gold, Webby's Gold, Cannes Bronze

- Managed the creative team and brought clients along the ride for a script that was headed to the bin.
- My first work as a LA transplant from New York, this script landed on my desk after directing two short pieces on Tennis and empowering young girls, so I took the reins and did everything I could to bring the Sisters in Sweat story to the screen.

Gatorade - Sisters in Sweat

<https://vimeo.com/243671045>

## **Sr Broadcast Producer - Grey Group**

Jan 2016 - Jan 2017 (1 year 1 month)

- Managed creative teams to launch global brands new film identities.
- Scoped global shoots to meet client needs for on-air deliveries.
- Worked on the first TVC campaigns for the new acquisition of Volvo.
- Created 30+ TVC spots for the newly remodeled Volvo lineup
- Lead small creative teams to deliver weekly turn around on-air spots showcasing technological innovations the NFL has created to help make the game safer for all involved.
- Worked closely with internal and external stakeholders to ensure open communication.
- Lead teams by example and maintained a professional demeanor under high pressure situations on and off set.

## **Sr. Producer - Apple**

Jan 2015 - Aug 2015 (8 months)

- Worked with creatives to deliver visions for new pitches. Executed campaigns based on internal stakeholder approvals.

## **Sr. Producer - dentsu mcgarrybowen**

Nov 2011 - Apr 2014 (2 years 6 months)

- Helped creative teams execute multi-platform campaigns.
- Worked closely with teams and clients to ideate, land, and execute on briefs.
- Launched numerous campaigns for multiple top tier clients. (Chase, Chevron, NFL)

### **Sr. Producer - Deep Focus**

Dec 2013 - Jan 2014 (2 months)

- Produced 25 real-time social response videos for Lay's, using Wayne Brady's improv skills.

### **Sr Producer - Havas**

Jan 2013 - Dec 2013 (1 year)

- Worked with cross functional teams to align creative to client briefs.
- Worked with strategists to assure campaigns could meet creative and production needs.
- Collaborated with internal and external vendors to develop multi-platform campaigns.

### **Sr. Producer - Tribal Worldwide**

Jan 2011 - Jan 2012 (1 year 1 month)

- Lead a team of developers to create an iPhone App for Robitussin.
- Worked with numerous creative teams to bring 360 integrated campaigns to life.

### **Sr. Producer - McCann Worldgroup**

Apr 2010 - 2011 (1 year 9 months)

- Worked hand in hand with creatives to assure production could facilitate their visions.
- Developed online games for clients.
- Produced 360 campaigns with a focus on across the board ROI.

### **Sr Producer - Colangelo**

Dec 2007 - Apr 2010 (2 years 5 months)

- Worked with numerous teams to ideate and producer primarily OOH and Site campaigns.

## **Education**

### **University of South Florida**

Bachelor of Arts - BA, Business Administration and Management 2000 - 2005

## **Skills**

Creative Direction • Script Writing • Advertising • Production • Digital Marketing • Integrated Marketing  
Creative Strategy • Product Management • Content Strategy • Concepting/Ideation • Film Production  
Budgeting • People Management

## **Honors & Awards**

Cannes Lions Film Gold / Silver / Bronze , The One Show Gold /Silver, CLIOs Gold, D&AD, Webbys / Addys