

Zack Gregory... Creative Director for Visual Marketing and Design Strategy

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www.zack-gregory.com

Award-winning Creative Director with a collaborative record of compelling visual storytelling campaigns and end-to-end creative art direction spanning multiple media platforms. Created ads that have garnered millions of views, gained “viral” status, and directly influenced the notoriety of high-profile clients and brands in a fast-paced ad agency setting.

- **Creative Team Leadership** – Sourced, selected, and built production talent of film crews, graphic artists, copywriters, and editors into high-performing, cohesive teams committed to creative excellence.
- **Production Management** – Set production schedules and lead strategic design ad campaigns within \$1K-\$120K budgets with aggressive timelines for placement on millions of dollars in TV and digital ad buys.
- **Strong Technical Acumen** – Leverage technologies that streamline productions and reduce costs, while improving quality. Articulating complex technical concepts to clients and senior management. 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

Projective Films – Chicago, IL

June 2020 - Present

CREATIVE DIRECTOR

Lead Creative in digital 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 award-winning digital ad for Illinois State Lottery** that established positive brand image.
 - Won Gold Davey Award for Digital Advertising in Low Budget Commercial, Gold W3 Award for Branded Content in a Commercial
- **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%.
- **Built B2B reputation and relationships** for consistently delivering high-quality digital videos on time and within budget and for the collaborative process of engaging clients and production teams in creative planning and storyboard process.
- **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 political and 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.
- **Produced, scripted, and directed a “viral” video for Candace Valenzuela running for Congress.** Lead Creative over the “bio video” that went viral across the country and made Valenzuela a major political figure in the 2020 election.
- **Improved technical production cost and vendor licensing that saved the company hundreds of thousands of dollars** in software and gear purchases by sourcing new cost-efficient technical vendors and copyrights by forming new licensing contracts that streamlined approvals and workflow performance.

Chollette, LLC – Chicago, IL

October 2016 – November 2017

CREATIVE DIRECTOR

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

- **Garnered hundreds of thousands of YouTube views** by leading a 10-member crew to execute and produce Femdot “Soul” music video. Won the 2018 Vincent Van Gogh Award at Amsterdam Film Festival.
- **Played an instrumental role in growing video/advertising business by 63%** as primary lead contributor and creator along with leading digital marketing strategies
- **Innovated media department** by optimizing production operations and workflow, recommending cost-effective and high-quality equipment purchases, and introducing best production practices. Formed new points of revenue and brand licensing.

Strengths that Impact Production

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| ■ Video & Digital Production | ■ Talent Sourcing, Casting & Leadership | ■ Budgeting & Scheduling |
| ■ Visual Content Creation | ■ Technical Visual Precision & Design | ■ Video/Digital Copywriting |
| ■ Storyboard Development | ■ Client Engagement | ■ Post-Production Editing |

Technical Skills

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| ■ Adobe Software (Editing/Print Ad) | ■ Microsoft Software (Word, Office, Excel) | ■ DaVinci Resolve (Color) |
| ■ Zappar 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