

# PHIL MCCOY

Mobile: 206.992.8234 | Email: phil@philmccoy.com | Work samples: <http://portfolio.philmccoy.com>

## BRANDING



BRAND STORIES



HUMAN RESOURCES



GREEN INITIATIVE



PROFILE VIDEOS



BRAND GUIDELINES

## PRODUCT LAUNCHES



HAND-HELD THERMOGRAPHY



DESKTOP DNA SEQUENCER



WEB PORTAL LAUNCH

## EXPERIENTIAL



WEBSITE



PRODUCT SIMULATOR



TRAINING VIDEO



DIGITAL SIGNAGE

## ENTERTAINMENT



AWARD WINNING FILM



PREQUEL NOVELLA



GRAPHIC NOVEL

## IDENTITY



LinkWare Live



PROJECT LONDON



Genie

## ORIGINAL MUSIC



CORPORATE SONGS



SOUNDTRACK ALBUM



BLU-RAY



POS

## PACKAGE DESIGN

## EVENTS



TRADE SHOW ATTRACTION



GLOBAL LEADERSHIP CONFERENCE



GLOBAL WEBCAST

## SPOKESPERSON

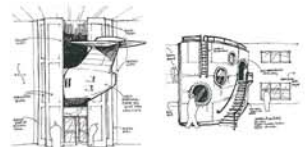


HOST OF DIRTY JOBS



HOST OF HGTV's ELBOW ROOM

## CONCEPT DEVELOPMENT



PRODUCT SHOWROOM



TRAINING PROGRAM

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## SUMMARY

Energetic, engaging and highly effective **Senior Producer** with strengths in Visual Branding/Storytelling, Account Management, and Team Management. Thrives in fast-paced, entrepreneurial environments where innovation, fresh thinking and strategic implementation are valued. Passion for creating high-impact and compelling images and visual deliverables to inspire targeted audiences and enhance brand.

- **Visual Branding/Storytelling:** Designed and produced new product concepts, movie trailers, a virtual product simulator, logos, brand story and product introduction videos, TV and radio commercials, photography, music videos, musical themes, print and on-line visual stories, digital media projects, podcasts, live events and trade show events and comprehensive media strategies, from big budget to no budget projects, resulting in connecting image/mission/product/people to enhance and manage brand. Develops powerful cross-channel content strategy, using social media and digital technologies.
- **Account Management:** Effective communicator and liaison to vendors, corporate clients and internal customers. Persuasive presentation and expert facilitation skills to create buy-in for creative projects.
- **Team Leadership, Management and Motivation:** Brings out the best in cross-functional and project teams, a collaborative colleague and an empowering staff manager. Led creative teams from 5 to 50.
- **Project Management:** Eye toward process improvement and streamlining work flow. Drives creative content process from pre to post production, includes logistics, budget, field work, writing, audio and video editing. Award winning film producer.
- **General Management:** Managed budgets up to \$2.5m, served as integral member of corporate leadership teams, set creative strategy, implements LEAN processes. Navigates ambiguity effectively.
- **Solid technical skills:** MS Office, Adobe Creative Cloud, Photoshop, InDesign, Premiere Pro, HTML, CSS, WordPress, Base Camp, SharePoint, InMotion, Sound Forge, Kaizen, social media platforms, open source software, Apple OS 10.9.5. Picks up new skills quickly and easily. Experienced and passionate gamer.

## RELEVANT EXPERIENCE

FLUKE NETWORKS, Everett, WA

2015 to Present

### ***Creative Services Manager***

Developed and produced print, online, email, collateral, packaging and trade show support for Global sales and marketing teams in this \$200m company. Managed team of designers and vendors.

- Recognized by colleagues and management team for outstanding contributions on key product launch, ad campaigns, branding projects as well as process improvement initiatives.

SPIRAL PRODUCTIONS, Kirkland, WA

2007 to Present

### ***Owner/Producer/Director/Creative Project Manager***

#### ***Freelance Producer-Director***

Produced and directed various digital media projects for clients including Spin Creative, Genie, IID, CET Medical, Max Sacks International, This Healing Ground including high profile doctor interviews for hospital branding program, animated logos, product endorsement testimonials, development of pod casts for sales training.

- Commended for “unique combination of creativity, organization, leadership and practicality to producing visual and multimedia projects...sit back and prepare to be amazed.”

#### ***Executive Producer, “Project London”***

Identified, packaged and produced a full length, award-winning entertainment property on a shoestring budget. Screened at festivals, conventions and online. Cultivated fan base through aggressive use of social media including Facebook, an email list of 10,000, blogs, community sites Crowd-sourced over 250 worldwide volunteers—cast, crew, post production teams.

- Utilized open source software for animations to augment the creation of 774 vivid, intense, and marrow-vibrating visual effects.

**Executive Producer**

Developed high profile pieces using high concept video to support new product introduction and strategic branding programs through development of digital commercials, brand films and marketing videos.

- Managed 10 corporate accounts with a total value of \$1.5m. Clients included Microsoft, Perkins Coie, PACCAR, Swedish, Genie, Fluke, Port of Seattle, Crowley Maritime Corporation.
- Applied creative process discipline to business development and operations that resulted in robust and cost-competitive options for clients, efficient in-house project management, and increased margins.
- Developed new business, managed production, client communication, review, approval, and delivery.

GENIE (A TEREX COMPANY), Redmond, WA

1994 - 2009

**Executive Producer, Digital Media & Print Production (2007 – 2009)**

Directed media development and production strategies to achieve Marketing, Product Development and Sales Team objectives for Division of a Fortune 500 company. Managed budget and professional staff of four. Produced over 80 product, image, and event videos, 20 product info disks, global town hall webcasts, special events, several hundred thousand pieces of printed literature, directed asset management and fulfillment.

- Set and maintained best-in-class standards for media production and workflow.
- Identified and implemented process controls and transparency to print production purchasing resulting in double digit percentage cost reductions.
- Managed celebrity appearance at ConExpo, blending personality with corporate branding.
- Conceptualized and produced a virtual equipment operation user-experience as a trade show attraction.
- Commended as “absolutely brilliant, immensely talented, incredibly creative, nurturingly patient, master of deadlines.” And “one of the most talented professionals in the field of operations.”

**Creative Services Manager (1994 – 2007)**

Oversaw production of media for product introductions, sales, marketing, customer and team member events, and training; designed and created executive presentations.

- Created and pitched keynote media concepts for annual worldwide Leadership Conference.
- Wrote, produced, directed, and edited a new product concept animation for a European industrial trade show [Hannover], which generated over \$6M in realized sales.
- Executive Producer of entertaining movie trailer as the premiere attraction at trade show, becoming highest activity booth at show, and winning several industry awards.
- Led update to corporate logo, created and implemented graphic image standards.
- Pitched concept and secured budget, recruited a producer, and oversaw production of multiple CD-single corporate theme songs, providing branded hold music for phone systems, promotional copies for distribution with sales, and receipt of Award of Distinction from over 8500 entries.

**HONORS and AWARDS**

Winner Best Visual Effects Buffalo Dreams Fantastic Film Festival: "Project London"

Winner Best Feature Film, Gen Con Indy Film Festival: "Project London"

Communicator Award of Distinction: Original Song & Production of Original Song

Davey Awards Gold (International): “(It Came From) Out of the Blue”

MarCom Creative Award Silver (International): “(It Came From) Out of the Blue”

Aurora Awards Gold (International): “Hilary Burnett presents Zen Stretch”

ITVA AiME Festival Finalist (National): Special Event Video "Magic in the Air"

ITVA Seattle Chapter Gold (Regional): Special Event Video "Magic in the Air"

ITVA Seattle Chapter Gold (Regional): Special Event Video "Reach for Success" ITVA Seattle Chapter

Silver (Regional): Sales and Marketing Video "Genie Superlifts"

Telly Award Finalist (National): Wild Animal Clinic Public Service Announcement

**EDUCATION and TRAINING**

Certificate Program in Advertising, University of Washington, Seattle, WA

Copywriting, The New School of Visual Concepts, Seattle, WA