Dino Bruce

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#### Summary

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| * Marketing | * Creative Advertising | * Project Management |
| * Social Media Marketing | * International Marketing | * Creative Services |
| * Content Creation * Social Media Mktg. * Copy Writing * Website Development * Vendor Relations * Avid Proficiency | * Interactive * EPK Production * Asset Management * Print Production * Photography * Graphic Design | * Photo Editing * Public Relations * Promotions * APP development * Videography * Microsoft Office |

#### Professional Experience

**FREELANCE ACCOUNT DIRECTOR / WRITER, Los Angeles, CA. 2014 – Present**

* Directed the strategy of assigned marketing campaigns and the creative production of all the necessary print, audio visual, and digital materials.
* Social Media Marketing Campaign Lead & content creator for FB, IG, Youtube, Twitter, Word press & Pinterest for clients in the Sports, Entertainment, and Food industries.
* Web site and APP development and creative.
* Short and long form copy writing for print, audio visual, and digital.
* Public Relations & Community outreach including but not limited to pitching press outlets, event planning, and charity fund raisers.

**PARAMOUNT PICTURES, Manager International Marketing, Los Angeles, CA. 2011-2013**

* Lead the international creative print production for a yearly slate of 15-25 theatrical film releases. Duties included daily correspondence with territories, senior staff, and vendors to strategize and create territory-specific key art and related materials that included in-theatre, outdoor, interactive, and POS. Implemented cost saving procedures during department restructure and streamlined processes to expedite workflow. Campaigns included *Mission Impossible: Ghost Protocol*, *Star Trek: Into Darkness, and World War Z.*
* Directed artwork finishing for all print materials by providing creative direction and supervising press checks for locally produced materials.
* Oversaw digital asset management system which included overhauling the site to improve efficiency. Ensured timely delivery of assets to the system and handled specific requests.
* Created and managed production schedules and budgets.
* Approved and consulted on artwork created by interactive, promotions, and home video.

**WALT DISNEY HOME ENTERTAINMENT, Freelance Project Manager, Los Angeles, CA. 2011**

* Managed the creative production of all packaging and print artwork (packaging, trade materials, synergy) from concept to completion for six of the company’s Preschool, Catalogue, and Classic Blu-ray and DVD titles. Implemented strategic objectives and maintained brand integrity across all platforms, providing creative direction to vendors and internal staff, and routing materials for approval.

**DREAMWORKS ANIMATION, Marketing Services Supervisor, Los Angeles, CA. 2009-2011**

* Oversaw the production and asset management of all print (one-sheet, outdoor, newspaper), Audio Visual (trailers, TV spots), interactive, and publicity materials (EPK, photography) for the studio’s feature films, television specials, and series. Duties included handling all marketing requests for the studio, vendors, and international offices, quality control of all materials, and routing assets for approval.
* Composed creative copy for convention trade materials (Toy Fair, Siggraph), as well as feature film Facebook pages and promotions.

**PARAMOUNT VANTAGE / CLASSICS, Los Angeles, CA. 2002–2008**

**Marketing Manager** *2006-2008*

* *Creative Print:* Project manager in charge of the creative production of all theatrical print materials (one sheets, outdoor, in theatre) for the specialty film division of Paramount Pictures. This entailed managing materials from their initial creative concept to finish. Duties included creative approvals internally and with filmmakers, A-list talent, and the MPAA; budgeting and press-checking the printing of the campaign, as well as consultation and approval on ancillary materials based on this artwork such as websites, advertisements, and home video. Campaigns included Academy Award-winning and nominated films such as NO COUNTRY FOR OLD MEN, THERE WILL BE BLOOD, AN INCONVENIENT TRUTH (Key Art Award), BABEL, and INTO THE WILD.
* *International:* Serviced all foreign territories with print, audio visual, and interactive marketing materials, including consultation and approval on the territory’s marketing strategy campaign.
* *Financial Controller:* Budgeted and forecasted multi-million-dollar non-media plans for a release slate of 8-12 films annually. Estimated and tracked expenditures for all departments within the division.
* *Music Supervisor:* Researched and found appropriate music to be placed in theatrical trailers and TV and radio spots. Negotiated usage rights and costs with record labels and major music publishing houses.

**Marketing Coordinator 2004-2006**

* Coordinated the production of all print (one-sheet, outdoor, newspaper), Audio Visual (trailer, TV, radio, EPK), interactive, publicity materials (press kits, brochures). This included budgeting and forecasting costs, creative contributions and copy writing, and project management.
* Selection and approval of key and press photography and servicing the press and other major publications with all photography requests.
* Worked directly with the director of advertising on promotions, newspaper ads, and the creation of the division’s film websites and online advertising. Assisted the publicity department with event production

**Executive Assistant to Co-President 2003-2004**

* Maintained a very high profile desk at the specialty division of a major motion picture studio.
* Interacted with many different high-level personalities, both inside and outside of the studio, was entrusted with confidential and propriety materials, and was involved in all feature film activities.
* Performed a variety of duties including, but not limited to, marketing and distribution research, film development and acquisitions, and talent scouting. Heavy reading, scheduling, and phones.

**COMEDY CENTRAL, Creator / Writer half-hour comedy pilot “The Piltdowns,” 2006**

* Creator/Writer of “The Piltdowns” a half-hour animated sitcom based on an original idea. Set in the year 80,000 B.C., the show was about a primitive family of cavemen trying, or not trying at all, to fit in with their more modern, and refined, *Homo sapien* neighbors.

### Education/Training

# Bachelor of Arts, English Literature & Film / Video Studies

University of Michigan