

PATRICK GALLAGHER

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AWARD-WINNING CREATIVE DIRECTOR with over 12 years of experience producing global marketing campaigns for some of the world's best-known film and television series. Leverages a creative background that spans audio, video, digital, print, outdoor, and events to create holistic, multifaceted campaigns that ignite the interest of audiences around the globe. Thrives in fast-paced, deadline-driven roles. Areas of expertise include:

Creative Direction | Integrated Marketing Campaigns | Creative Advertising | Project Management | Team Leadership | Budgets | Audio & Video Production | Graphic Design | Storytelling | Copywriting | Scripting | Event Planning | Art Direction | Social Media

CAREER HIGHLIGHTS

- **Multiple Clio Key Art and American Advertising Awards**
- **Notable Marketing Campaigns: *Jojo Rabbit*, *The Favourite*, *The Shape of Water*, *The Handmaid's Tale*, *Homeland***
- **Produced 10 trailers for Fox's highest-grossing films, including *Die Hard*, *Wall Street*, and the *Home Alone* and *Alien* franchises**
- **Identified and implemented \$100K+ of production cost savings at The Walt Disney Company**

PROFESSIONAL EXPERIENCE

THE WALT DISNEY COMPANY | Creative Director | 2019 to 2021

Executed multimillion-dollar integrated marketing campaigns on a global scale for some of the biggest titles in the film and television industry. Drove entire campaign life cycle from creative concept through to launch, including obtaining all clearances (legal, MPAA, network, etc.), overseeing expenses/billing, and guiding finishing and tracking. Played a hands-on role in scriptwriting, editorial, digital, print, event planning, graphic production, music composition, sound design, and VO talent direction to produce optimum results. Partnered with brand and digital executive teams to ensure cross-functional alignment. Produced new creative and localized original domestic creative for international markets and retailers.

20TH CENTURY FOX | Creative Director | 2014 to 2019

Initially contracted for a 2-week freelance role but was hired full-time due to performance. Served as lead creative on a diverse and high-profile portfolio of new release, television, acquisition, and catalog properties. Guided campaigns from concept through delivery, handling all creative and logistical aspects that included editorial, digital, print, outdoor, event planning, graphic production, music composition, sound design, VO talent direction, and needed clearances (legal, MPAA, network, etc.) oversight.

FOTOKEM CREATIVE | Producer | 2013 to 2014

Executed client projects from concept through delivery for this full-service film laboratory and post production studio. Collaborated with clients and editors to create direction, storyboards, and scripts. Oversaw all creative (graphic production, music composition, sound design, etc.) and approved final audio/video mix. Coached and mentored editors/ assistant editors and directed VO talent.

TRAILER PARK | Junior Producer | 2012 to 2013

Guided client's marketing and advertising campaigns for this industry leader in the entertainment marketing and content production sector. Drafted storyboards and scripts with editors and coordinated all incoming assets to Final Cut Pro. Managed all graphic production and directed VO talent. Oversaw all finishing work and approved final audio/video mix.

BUDDHA JONES | Production Coordinator | 2008 to 2012

Helped produce innovative theatrical, television, streaming, content, social media, and video game marketing campaigns. Cut original spots, behind-the-scenes commentary, and theatrical cutdowns. Wrote copy for trailers, audio, and broadcast spots. Logged and ingested incoming media into Avid Media Composer. Conducted media backups and laid off media to tapes and DVDs. Managed patch board fiber lines. Cut rough feature assemblies. Created OMFs, Avid Bins, EDLs, and Unmatted Quick Times. Compiled shot list spreadsheets and music/FX cue sheets. Posted spots to FTP sites.

EDUCATION

University of California, Santa Barbara – B.A. in English
Moviola, Intro to Avid Media – Moviola, Avid Media Composer and Effects