

PATRICK GALLAGHER

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AWARD-WINNING CREATIVE DIRECTOR with over 15 years of experience producing global marketing campaigns. 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. Area of expertise include:

Creative Direction | Integrated Marketing Campaigns | Creative Advertising | Project Management | Team Leadership | Budgets | Audio & Video Production | Graphic Design | Copywriting | Live Action Shoots | Editing | Social Media

CAREER HIGHLIGHTS:

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

LIONSGATE | Executive Director | 2021 to Present

- Executes global marketing campaigns from concept through delivery. Managing editorial, copywriting, graphic production, music composition, sound design and VO talent for optimum in theatre, broadcast and digital specific results.

THE WALT DISNEY COMPANY | Creative Director | 2019 to 2021

- Led 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 editorial, copywriting, graphic production, music composition, sound design, VO talent direction, obtaining all clearances (legal, MPAA, network, etc.), overseeing expenses/billing, and guiding finishing and tracking. Partnered with internal and external executive teams to ensure cross-functional alignment.

20TH CENTURY FOX | Creative Director | 2014 to 2019

- 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, copywriting, digital, graphic production, music composition, sound design, VO talent direction, and clearances (legal, MPAA, network, etc.).

TRAILER PARK | Producer | 2012 to 2014

- Executed client projects from concept through delivery. Created direction, storyboards, and scripts with clients and editors; managed editors (on Final Cut Pro), supervised assistant editors; oversaw graphic production, music composition, and sound design; directed VO talent; 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. Wrote copy for and edited original spots, trailers, sizzle and behind-the-scenes commentary.

EDUCATION:

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