

[BROWN]



[CHIEF CREATIVE OFFICER]

212.593.5449

New York, NY 10010

Connecting Artistic and Business Ingenuity to Propel Brand Equity and Prestige

EXECUTIVE [STRENGTHS]

- Strategic Planning
- Sales & Business Development
- Competitive Brand Positioning
- P&L Optimization
- Organization Development
- Staff Enrichment & Loyalty
- Strategic Alliance Building
- Executive Client Relations
- High-Stakes Negotiations

CREATIVE [EXPERTISE]

- Brand Strategy Development
- Multi-Platform Branding
- Event Branding
- Broadcast & VFX / Motion Design
- Live Film & Video Production
- Visual & Brand Storytelling
- Photography & Cinematography
- Printmaking / Book & Type Design

EDUCATION & [HONORS]

B.A. in Graphic Design
 Loyola University, New Orleans, LA
(Won Senior Design Award, Scully Art Scholarship, and 2 ADDYs)

MEMBERSHIPS & [INITIATIVES]

- The National Arts Club
- Art Directors Club
- Broadcast Design Association (BDA)
- Judge, Sports & Daytime EMMYs

STRATEGIC BRANDING & POSITIONING | CREATIVE & PRODUCTION LEADERSHIP

Entertainment Powerhouses & Iconic Lifestyle Brands

VALUE GUARANTEED AS YOUR NEXT [MARKETING, MEDIA, AND BRANDING STRATEGIST]

Rocketing brand value for industry-leading clients by capitalizing on new design frontiers to deliver substantial creative ROI

- ✓ **Changed the voice of BH1 network and masterminded Emmy-winning graphic design.**
- ✓ **Orchestrated 10 years of revenue-propelling Super Bowl ads for BH1, Pepsi, and Carl Sann's All-Iron Super Bowl on NBS.**

Channeling entrepreneurial instinct, executive leadership, and vast industry network into year-over-year revenue growth and profitability

- ✓ **Vaulted Propulsion, Inc., NYC-based entertainment branding firm, from no-name startup to \$80M business by attracting high-level clients and sealing 7-figure deals.**
- ✓ **Positioned pioneering digital agency, Razorfile, as #1 in broadband content industry and \$9M in revenues in 3 yrs. by launching new division and infiltrating niche markets.**



INTERNATIONAL EMMY® AWARD
WINNER
 2013

CAREER [ACCOLADES]

- EMMY AWARD** Winner—BH1, 2013
- 2 EMMY** Nominations—BH1 Projects, 2011 & 2012
- 7-Time ADDY** Recipient
- 3 BDA** Awards—Gold, Silver & Bronze
- 20 TELLY** Awards—Silver & Bronze
- Apple Design Award**

DISTINGUISHED [CLIENTS & PROJECTS]

Entertainment: BH1, NTV, BBS Sports, Fix Sports, PBO, Latetime Networks, America Network, FIX Networks, NET, ISPN, Time Wilner Cable, Torner Classic Movies, Palavision, STV Travel Channel, Streme, Comedy Together, Slimdance Film Festival

Sports & Events: NFL, NHL, Super Bowl XXXVIII, Lennox Lewis vs. Mike Tyson

Corporate: Pepsi, LetBlue Airways, TransContinent Airlines

"Cary is without question one of my favorite people to work with. He's exceedingly smart, extremely creative, invariably flexible, and always professional... I never have any doubts that my project is going to go well (I can't always make that same promise to him)... He rolls with the punches and always figures out a way to make it work AND look amazing."—**Doug Pernu**
Vice President, On-Air + Multi-Platform Creative at BH1

CAREER [HISTORY]

- Managing / Creative Director.....**Propulsion, Inc.**.....2005–Present
- Creative Director.....**DesignInc**.....2001–2005
- Brand Consultant.....**LaterBrand**.....2001
- Senior Designer.....**Wittard Sullivan**.....1999–2001
- Senior Designer / Director.....**Razorfile**.....1999–2001
- Senior Designer.....**Latetime Networks, Inc.**.....1996–1998
- Interactive Designer.....**Poppe Kyson**.....1996

[BROWN]

CAREER NARRATIVE & [SUCCESS HIGHLIGHTS]

PROPULSION [RESULTS]

Career-Defining Projects

BH1 Rock Honors: The Who
 BH1 Black History Month
 BH1 Concert for Diana
 The Pepsi Smash Super Bowl
 Bash, '06-'09
 Golden Gods Awards Show
 Nature Conservancy PSA
 The Linguists, featured film at
 Slimdance Film Festival

Prominent Clients

BH1, Latetime Networks, NBS,
 Papsi, LetBlue, TransContinent,
 REVOLVO Magazine

Awards & Honors

EMMY Win, Outstanding
 Achievement in Main Title & Graphic
 Design (BH1 Big Morning Buzz Live)
 2 EMMY Nominations
 BDA, Judge's Choice & Silver
 TELLY, Silver
 (Selected as Judge for Daytime & Sports
 EMMYs, and BDA Awards)

DESIGNINC [RESULTS]

Notable Projects

NFL on NBS, Super Bowl XXXVIII and
 Discovery Health Channel

Managing Director / Executive Creative Director

ENTERTAINMENT BRANDING

[PROPULSION, INC.] — New York, NY — 2005-Present

Launched and positioned entertainment marketing company as formidable industry competitor in corporate branding. Oversee up to 6-figure campaigns and 15-member design teams while assuming executive charter across strategic planning, operations, business development, HR, finance, technology, and legal functions.

Navigated risky startup from inception to \$80M Emmy-winning design operation

New Design Paradigms

- ✓ **Emmy Success:** Brainstormed main titles and graphics for BH1's *Big Morning Buzz Live* show, earning 2 nominations and 1 win.
- ✓ **Network Transformation:** Changed internal communications system at BH1 network; scalable system aired 24/7 for 3 consecutive years.
- ✓ **Audience Captivation:** Pitched and landed *BH1 Rock Honors: The Who* assignment and created explosive event that thrilled 10,000 concertgoers.
- ✓ **Timeless Design:** Outbid 2 heavy-hitting design firms to helm JetBlue's acclaimed branding campaign, which triggered Continental Airlines referral.

Business Impact

- ✓ **Revenue Breakthrough & Business Efficiencies:** Built lucrative in-house 3D rendering farm that catapulted billable hours, and cut outsourcing costs 40% and production turnaround from hours to minutes.
- ✓ **Sustained Growth:** Boosted profit margin 10%-15% via efficiency and pricing strategies, customer management, and innovation; raised profitability 20% with vendor / talent negotiations and project tracking.
- ✓ **Competitive Advantage:** Eclipsed competitors by shifting business model from 3D-only VFX to include live-action VFX.
- ✓ **Company Visibility:** Raised Propulsion's prominence with acclaimed work featured in *Graphic Design Now*, *IdM Magazine*, *Millisec Magazine*, Adobe Dynamic Media Customer Reels, and Autodisc Best of the Best Show Reel.
- ✓ **Staff Development & Loyalty:** Recruited and retained colorful team of top creative talent while maximizing employee knowledge and engagement.

Executive Creative Director

MULTIMILLION-DOLLAR DEALS

[DESIGNINC] — New York, NY — 2002-2005

Selected by broadcast design firm to conceptualize and produce cutting-edge brand experiences for strategic clients. Mended tenuous client relationship to trigger add-on work and **originated live-action techniques—now industry benchmarks.**

Innovated NFL brand image campaign that aired for 3 straight years

- ✓ **4 Multimillion-Dollar Wins:** Secured \$2.5M assignment with NFL, plus high-value projects with BH1, Latetime, and Uearth Health Channel.
- ✓ **EMMY Nomination:** Honored for crafting and art directing powerful creative strategy that attracted 90 million viewers for Super Bowl XXXVIII.

[BROWN]

WITTARD SULLIVAN [RESULTS]

Career-Defining Projects

The **Nightly Show with Jim Stuart**, **Time Wilner Cable**, and **Streme**, the Italian film network

Prominent Clients

Tim Schwab, Nukia, IBN, Microsoft, Time Wilner Channel (TWC), and The Smithsonian.

RAZORFILE [RESULTS]

#1 Industry Standing

Razorfile positioned as **leader in digital change management (DCM) in broadcast technology** after opening doors to broadcast solutions market.

Campaign Success

Lewis vs. Tyson televised heavyweight-boxing event, setting both viewership and revenue records.

LATETIME [RESULTS]

Significant Business Impact

BDA Best of Show award and 6 years of on-air success from "No Limits" brand campaign.

CONSULTING [EXPERIENCE]

Brand Consultant, **NOW BRAND**, global brand / design consultancy. Enhanced brand and on-air presence for **CLI Travel Channel** and **Palavision**.

Senior Designer

BROADCAST BRANDING & PROMOTIONS

[WITTARD SULLIVAN] — New York, NY — 1999-2001

Hired as junior designer and promoted after first project by impressing creative director with rapid-response design and salesmanship. Expanded roster of business contacts by connecting with sought-after creatives and strategic clients.

Strengthened Wittard Sullivan's industry standing as leader in network branding

- ✓ **\$2.8M International Win:** Closed deal for big-ticket branding project with Stream network by rallying design team to finish bid presentation in 4 days and flying to Rome to pitch winning concept.
- ✓ **TV Show Rebrand:** Collaborated with Comedy Together's creative director on design and build-out of brand repackaging after Jim Stuart's takeover of *The Nightly Show*.
- ✓ **New Market Rollout:** Inspired TWC to introduce new DVR services in NYC market after sparking consumer demand with compelling test campaign.

Senior Designer / Director

MARKET ENTRY & ORGANIC GROWTH

[RAZORFILE] — New York, NY — 1999-2002

Leveraged design, production, and sales and marketing skills to realize strategic vision for growth. Reinforced design capabilities by expanding services to design and production of network identity and promotion; image campaigns; and commercial production and feature film titles.

Catapulted broadcast design and film production unit from \$0 to \$9M in total billings

- ✓ **\$3M in New Business:** Produced majority sales by tapping into personal network of clients and generating high demand around unique services.
- ✓ **Quick Profitability:** Shifted outsourced editing and finishing functions to new in-house department.

Senior Designer

\$40M CORPORATE IMAGE REVAMP

[LATETIME NETWORKS] — New York, NY — 1996-1998

Recruited by former boss to apply distinctive style and blue-sky thinking on large-scale network rebranding initiative. Promoted to senior role after 1 year, fluidly navigating corporate structure, business priorities, and executive teams.

Played key role in \$40M "No Limits" corporate refresh—marketing slogan used 6 years

- ✓ **\$40M Campaign Success:** Streamlined brand unveiling by art directing 9 days of action-filled, on-set shooting in Jamaica while enforcing timelines, budgets, and creative strategy.
- ✓ **Broadcast Designers Association (BDA) Best of Show Award:** Spurred win after designing mesmerizing brand elements of corporate identity.

EARLIER [CAREER]

Interactive Designer for **POPPE KYSON**, pioneering web design agency exclusively invited by U.S. VP to design White House website. Advanced strategic priorities as member of 300-strong NYC design force that was **instrumental in tripling total billings from \$10.5M to \$35M in 2 years**.

CREATIVE [PROJECT BRIEF]

Cary approached me as he was seeking to transition from agency ownership into the corporate world. Since he brought the duality of creative ingenuity and business savvy to the table, I designed the resume to give prominence to his coveted design awards (e.g., Emmy Award) as well as his impressive business results—both for his companies and big-name clients.

Since Cary already had an existing design standards manual for his brand, I incorporated several of these elements, including the client's preferred typeface / font family, TITILLIUM, into this resume design for cohesion.