

DEE AUSTIN ROBERTSON

Creative Director
&
Executive Producer

INFO



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attn.com



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SKILLS

CREATIVE LEADERSHIP

CREATIVE MANAGEMENT

FILM & VIDEO DIRECTING

WRITING FOR FILM & VIDEO

BRANDED CONTENT

VIDEO EDITING

EDUCATION

- **UNIVERSITY OF TEXAS AT AUSTIN**
BS, Radio / Television / Film

PROFILE

Write, direct, and produce award-winning traditional and new media content that exploits digital video streams, pop culture, and a rare creative vision to achieve masterfully delivered film and video projects.

20+ years of diverse experience amassing a dynamic skillset in all aspects of project execution from idea concept to final production.

Highly developed business acumen that includes proven expertise in brand awareness, marketing/advertising, budget management, creative strategy, and cross-functional collaboration to deliver win-win results for the company and its business partners.

Industry-recognized thought leader with a natural ability to assemble and equip teams to develop compelling and memorable digital content as well as inspire a passion for the next creative challenge.

EXPERIENCE

2018 • **attn:**

Present

Executive Creative Director - Brand Partnerships

Hired as the first ECD to lead the creative department to generate award winning purpose driven results for partners such as adidas, Amazon, T-Mobile, IBM, Subaru, Netflix, Freeform/Disney, REI, etc.

2012 • **BuzzFeed**

2018

As only the second video producer hired under visionary Ze Frank, pioneered and led the company's branded video department, generating massive growth in just over 5 years.

2015 • **Executive Producer - Branded Content**

2018

Recruited, trained, and developed a high-performing branded video team, offering creative and strategic guidance in the development of advertising video products that have generated millions of views and industry accolades.

Identified and pursued opportunities for new video products to maintain a competitive position in the native advertising world. In addition, oversaw the branded arm of the largest digital food network in the world - **TASTY**

Partnered with the Head of Physical Production to ensure efficient management of time, budget, and deliverable objectives.

2012 • **Earlier BuzzFeed Career Advancement**

2014

Senior Creative Producer, Video Producer

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A W A R D S

EMMY & TELLY AWARDS

BECU Presents UW's
"Bow Down To Washington"
Editing + Best Online Commercial
2013

WEBBY AWARDS

DEAR KITTEN
Advertising & Media
Branded Content Honoree
2014

adidas X Parlay
Viral Video Nominee
2019

DIGIDAY VIDEO AWARDS

DEAR KITTEN
Best Video Creative
2014

ADWEEK

READER'S CHOICE AWARDS
BuzzFeed Hottest in Native Advertsing
2017

DIGITAL TIMES

BEST SUPERBOWL COMMERCIAL

DEAR KITTEN
2014

BUSINESS INSIDER'S BEST ADS ADWEEK'S MOST VIRAL ADS

PUPPYHOOD
2015

A D D I T I O N A L C A R E E R C R E D I T S

'The Happytime Murders'

The Jim Henson Company and STX Entertainment starring
Melissa McCarthy, Elizabeth Banks, Maya Rudolph (a feature
film)

Executive Producer / Writer (Story by)

Dear Kitten

BuzzFeed + Purina Friskies - branded video series amassing
250m+ views and a Super Bowl Commercial.

Creative Director, Producer, Director, Editor, Co-Writer

Puppyhood

BuzzFeed + Purina Puppy Chow - branded video series
amassing 200m+ views

Creative Director, Executive Producer

BECU Presents UW's "Bow Down to Washington"

Emmy and Telly Award winning social media branded con-
tent.

Producer / Director / Editor

Branded short film CHARLEY - Ace Hotel, Christine Vachon and Killer Films

Broadcast on Ace Hotel networks; screened internationally at
film festivals; featured in the NY Times

Producer / Writer / Director / Editor

200+ videos for Jim Cramer's Financial Website **TheStreet.com**
(Mercedes Benz Fashion Week, CES, Mobile World Congress,
Fortune 500 Interviews)

Producer / Camera / Editor

Donnie Darko DVD release and short comedic film "#1 Fan: A
Darkomentary" - Darko Entertainment, Fox Home Video, Uni-
versal Pictures Home Video and Sony Home Video

Writer / Director / Producer