

BEVIN DOYLE

CREATIVE MARKETING

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SKILLS

PROFESSIONAL

Creative Thinking
Management
Conceptual
Leadership
Team Player & Collaborative
Solution Oriented
Willingness to learn

TECHNICAL

Adobe Photoshop
Adobe Illustrator
Cloud Storage
Asset Management Software
Keynote
Slack

PROGRAMS & AWARDS

FOX MENTORSHIP PROGRAM

Selected, 2019

FOX AMBASSADOR PROGRAM

Volunteer, 2018

WON, 7 CLIO AWARDS

Halloween Series, CC 14, CC 13,
Edward Scissorhands, Blood &
Sand, Icons, Star Wars Steelbooks

WON, DEG CREATIVE EXCELLENCE AWARD

Star Wars Saga Packaging

INTERESTS

Mentorship
Personal Development
Contemporary Art
Graphic Design Trends
Member of NHM and LCMA
Machine Learning + Creative AV
Documentary and Cult Films

PROFILE

Third generation Creative Executive with a proven track record delivering bold, award-winning creative. Energized by challenges, pushing for big ideas. Best known for my glowing team-spirit as well as leading franchises such as Star Wars, Marvel, The Simpsons and the Gold Clio winning Halloween “Artist Feature” Campaign. Experienced in both studio and agency side positions and processes.

WORK EXPERIENCE

CREATIVE DIRECTOR

Twentieth Century Fox, Global Home Entertainment | 2007 - Present

Fox Film & Television: FOX, MGM, Annapurna, Disney, Lucasfilm, Marvel, Gracie Films, Anchor Bay, FOX 21, FX, iTunes & Amazon, Vudu, Redbox, Walmart & Movies Anywhere. Directing print and digital creative marketing, mentoring a team of 3. Creative specialist with a 360-management style overseeing key art and marketing materials such as digital EST, packaging, collectibles, marketing materials, online paid media, retail resets, and outdoor advertising and industry branded initiatives. **Promoted - director 2018, Promoted - Associate Director 2015, Hired - Senior Manager 2013**

- Creative Lead for FOX Marvel Franchise. Executed rebranding of all film key arts, bundles, and marketing materials leading up to Theatrical releases. Proving the importance of overall cohesive *digital* brand campaigns discovering best practices for digital scale within retailer UI. Trendsetting with competitors while converting new fans to the franchise.
- Key liaison between Gracie Films and on-model illustrators in the development of The Simpsons digital presence and collectible packaging. Senior-level project management and TLC is required to maintain this coveted relationship that spans across Home Entertainment, FOX Television partners and Gracie Films.
- Repeatedly recognized for high-performance, selected to participate in the first-time Mentorship program over 6-months. Developing goals, skills and leadership expertise.
- Highly Skilled entertainment producer, touching every genre and thousands of titles.
- Quickly adopted new business practices and landscapes when creating marketing materials.
- Initiated pricing guide used by the entire creative team allowing parties to outline the scope of work and budget before a project begins. Found savings of 25%, A+ audit rating.

Retail Creative Manager | 2007 - 2013

Fox Film & Television Retail Creative for Wal-Mart, BestBuy, Target, Amazon, Sam's Club, Ingram and Costco. Managed heavy volume, and unrealistic deadlines. Contractor.

- Systemized the Wal-Mart reset workflow. Allowed more focus on developing creative pitches for buyers resulting in more in-store placement.

CREATIVE COORDINATOR

The Cimarron Group, Creative Services Print & Content | 2003 - 2007

Management creative services requests for major studios clients such as Disney, Paramount, Fox, Sony & Lionsgate. Organized new business kits and acted as a production artist and Content QC.

- Influenced changes in customizable project management software increasing day-to-day efficiencies for theatrical and home entertainment print division.
- Used Final Cut Pro, Photoshop and File Maker Pro.