

# Brennan Galvin

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## EXPERIENCE

### Lead Producer

*Carousel Productions, San Diego, CA*

*December 2022 – Present*

Lead productions across Meta (Meta x Oakley, RBMs), New Balance Running, Sony, '47 and UGG

Oversee all aspects of production and post, from pre-pro through delivery across integrated outputs

Manage and delegate to junior producers across internal/creative teams and external vendors

Act as post-production lead: review cuts, track finishing, and coordinate VFX, color, and mix

Own budget creation, scope negotiations/management, and client-facing communications

Guide creative logistics including casting, location strategy, and on-set execution

### Producer / Project Manager

*Carousel Productions, San Diego, CA*

*July 2021 – December 2022*

- Managed budget, resource, and schedule tracking across mid-sized and large projects
- Supported on-set production logistics and creative resourcing
- Collaborated with internal creative teams and client partners to keep projects on track

### Account Executive

*Homes.com (CoStar Group), San Diego, CA*

*June 2020 – August 2021*

- Oversaw client portfolios and real estate production needs
- Delivered custom media solutions to clients via SaaS platforms

### Business Development Roles

*Various Startups, 2019 – 2020*

- Led new business strategy, product marketing, and regional sales efforts

## SKILLS

- Production Leadership, Budget Management, Post Production Oversight, Team Delegation, Scheduling, Cross-Functional Collaboration, Client Communication, Creative Development, VFX/Color/Mix Coordination

## EDUCATION

University of the Pacific

B.A., Economics | Minor: Business/Management

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## SELECTED WORK:

### Meta

#### Meta x Oakley

Produced a cross-platform launch campaign for Oakley's smart eyewear in collaboration with Meta. Oversaw production from pre-pro through delivery, managing a full creative and post team across multiple formats (studio, lifestyle, and UI-driven content). Delivered edits for paid/organic digital and retail placement.

#### Meta – Hypernova

Led a mixed-media campaign blending live action, stylized LED content, and complex VFX. Worked closely with Meta's internal creative leads and brand stakeholders to align on vision, then drove production and finishing across 20+ deliverables.

#### Meta – RBM (Reels-Based Marketing)

Executed a modular, fashion, and edit-driven campaign focused on quick-turn social assets. Collaborated closely with Meta's internal teams to develop scalable workflows for frequent versioning and weekly content drops.

### New Balance

#### Run Your Way (2023–2025)

Lead Producer across three consecutive years of New Balance's flagship global running campaign. Oversaw integrated lifestyle and performance shoots across 10+ cities (NY, LA, Boston, Marseille, São Paulo, Tokyo), managing casting, local crews, and international delivery. Delivered content for broadcast, OOH, digital, retail, and experiential.

#### SC Elites / Rebel / FreshFoam Campaigns

Produced high-performance running content featuring elite athletes. Balanced cinematic storytelling with product fidelity for seasonal GTM strategies across digital, retail, and internal platforms.

#### MSFTSrep x New Balance 0.01 (Jaden Smith Collaboration)

Produced launch campaign for Jaden Smith's 0.01 collaboration. Led creative production across concept, casting, and delivery—coordinating across New Balance, MSFTSrep, and talent reps to achieve a bold, fashion-forward launch.

### Sony

## **Sony Triluminos + ULT Audio Campaigns**

Produced stylized studio and lifestyle content spotlighting Sony's color and sound tech innovations. Built and managed a hybrid crew across LA and SD to execute multi-product shoots on aggressive timelines. Post included heavy GFX integration and multi-format output.

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## **Crocs**

### **EXP x Thundercat Campaign**

Produced a surreal, music-driven campaign featuring artist Thundercat. Shot on stage and green screen with heavy VFX and stylized color work. Managed post across animation, compositing, and layered music integration. Delivered assets for global web and digital retail.

## **Denon**

### **Upgrade Campaign**

Oversaw the production of premium product-focused assets with a minimalist studio look. Shot to accommodate 3D augmentation and extensive retouching. Led team through versioning and finishing for a multi-market rollout.

## **'47 Brand**

### **Contemporary Basics + Grandstand Campaign**

Currently producing an editorially inspired campaign blending stylized studio and lifestyle work. Responsible for budget, casting, location, crew, and creative execution across two connected campaign themes.