

Alan Baird Slack

Film and Media Creation

385-208-7567 | alanbairdcreative@gmail.com

Creative Works Portfolio: <https://alanbairdcreative.work/>

Primary Skills

Film/Commercial Directing

- Commercial Copywriting
- Team Leadership, Communication and Organization
- Roadmap Development, Client Presentation and Brand Direction
- Social Media Content Creation, and Strategy
- On Set Directing, Cinematography, and many other roles
- Film and Commercial Editing, with 10+ years in Adobe Suite, 3 in DaVinci Resolve as a Colorist
- Photography and Photo Editing
- Graphic Design

Creative Ad Strategy

Client Interaction

Post Production

Experience

Creative Lead/Director

Content Creation

Editor

Client Success Manager

Content Creator at DentalQore:

DentalQore is one of the highest rated and leading tech companies within the Dental industry. As a Content Creator, it was my responsibility to create and push a brand image in the form of social media, website content, and even commercials run within cinemas. My time was spent conceptualizing, writing, executing, and editing all types of online content.

Creative Director at AllRealms:

AllRealms focuses on Business Coaching/Development set in a Fantasy theme with a gamified app. I oversaw the creative team where I produced cinema quality narrative advertising content for all social media platforms, including for OTT streaming platforms such as Hulu and Amazon.

Creative Lead at Chamber Media:

As a Creative Lead for a marketing agency, I managed a team that oversaw the commercial creation process including competitor analysis, campaign conception, scripting, casting, production, post production, and the running of ads on all major social platforms. I was part of over 400 individual advertisements in my 2 years with the company, working with major brands such as **MyPillow, Liquid Death, Big Blanket Co, Peanut Patch, and Mr. Cool DIY**

General Film Experience:

With almost 10 years in the industry, I've built a strong network within the Utah Film Community, and have worked with the biggest of local names. I have been involved in over 40 productions ranging from sketches and musicals, to short and feature-length films as a cinematographer, director, and more.

Self Started Businesses:

Creator of Baird Manor, a projection-mapped Halloween and Christmas Display which grew in local popularity. With interviews on Good Things Utah and national recognition on Good Morning America, it has resulted in the creation of a family business by the name of Jolly Holiday Shows.

Summary

As both a team leader and team member, there are no aspects to Content Creation that I have not been part of. I'm always quick to learn. With a great track record of client relations, as long as I have a part in the creative process, I'll be in my element and will deliver a product sure to convert.