

ALEX MCBRIDE

/al· ex· mc· bride/ n. a byu adlab alumni currently based in Los Angeles; someone with a curious spirit that loves creative, visual storytelling; a person with a range of skills from production to account management who can adapt to any role, all while producing top of the line content [see film-critic, dog-lover, craft-junky, casual-anime-enthusiast, jack-of-all-trades]



www.linkedin.com/in/alexmcbride



alexmcbride@live.com



8322356849



<https://www.alexmcbride.net/>

EDUCATION

Brigham Young University – School of Communications

April 2023

Bachelor of Arts, Communications:

Advertising

Minor: Family life

School Experience:

- BYU Adlab - *Producer, Account Lead, Strategist*
- BYU Student Film Production - *Art Director*
- Marriot Student Review - *Designer*
- Social Media and Global Impact - *Study Abroad Participant*

PROFESSIONAL HIGHLIGHTS

The Television Academy Foundation, College Television

Awards:

- 2023 Winner, Alzheimer's Association – No One Is Alone – *Producer*
- 2023 Nominee, IMAX- Maximum Immersion – *Producer*
- 2022 Nominee, Play Your Way - Dungeons & Dragons – *Producer*

Skills & Interests:

- Copywriting
- Adobe Suite (Indesign, Photoshop, Premiere)
- Visual Design
- Creative Ideation
- Brand Storytelling
- Presentation Design
- Social Media
- Experiential Marketing

EXPERIENCE

Freelance Projects

Integrated Producer

Jul 2023 – Present

Salt Lake City, UT

- Oversaw all aspects of production, including scheduling, budgeting, and coordinating teams of 10 to 20 people.
- Managed casting, script development, and content planning to align with creative vision.
- Coordinated with directors, editors, and crew to ensure timely and high-quality projects.
- Scouted and secured locations and talent, balancing creative vision with logistical feasibility.
- Assisted in set design and costuming, contributing to cohesive visual narratives.
- Managed production trackers, call sheets, and budgets, ensuring projects stayed organized, on schedule, and within financial constraints.

MullenLowe LA

Assistant Account Executive.

Jun 2023 - Mar 2025

Los Angeles, CA

- Acted as the central connector between clients, partners, and the agency, fostering collaboration and ensuring alignment across all stakeholders.
- Demonstrated adaptability and flexibility, offering thoughtful input during creative development, passionately advocating for campaigns, and balancing diverse perspectives to maintain fairness.
- Navigated complex conversations with professionalism and care, prioritizing the strength of relationships and the quality of work.
- Maintained comprehensive status reports for all client deliverables, supporting the day-to-day execution of projects across diverse channels, including video, radio, digital/social, print, and OOH.
- Led efficient internal and client meetings/calls with up to 20 participants by crafting and distributing agendas, and providing timely, detailed meeting recaps within 24 hours.
- Conducted in-depth competitive research and compiled actionable industry insights, sharing findings to inform strategic decision-making.
- Handled key administrative functions, such as managing contact lists, preparing polished presentation materials, and coordinating meeting logistics.
- Maintained a positive presence, contributing to a collaborative, energized, and forward-thinking work environment.
- Experience working with leading brands, including Corona, Ghirardelli Chocolate, Hawaiian Airlines, Patron, Grey Goose, Acura, and Stanley.

Heck Inc.

Production Intern

Jan 2023 – May 2023

Provo, UT

- Developed and pitched creative concepts to clients, aligning with their brand vision and marketing goals.
- Supported technical and logistical production needs, managing equipment (camera, sound, lighting) and coordinating on-set essentials (craft services, art direction, talent management).
- Edited videos and created dynamic motion graphics during post-production to enhance storytelling and visual appeal.