

ALEX GANS

Head of Creative for brands with complex stories to tell.

CREATIVE DIRECTOR · BRAND STORYTELLING & CREATIVE SYSTEMS

LOS ANGELES BASED · COLLABORATING WORLDWIDE

A creative leader who's navigated storytelling across feature films, global brand campaigns, esports broadcasts, and AI-accelerated pipelines. I build the teams, set the creative approach, and protect the quality bar from first brief through final delivery.

MICROSOFT · MASTERCARD · CEDARS-SINAI · UNITED NATIONS · THE SCORE — AMONG MANY OTHERS

25

YEARS LEADING CREATIVE

100+

FILMS FOR BRANDS

15+

INDUSTRY AWARDS

55+

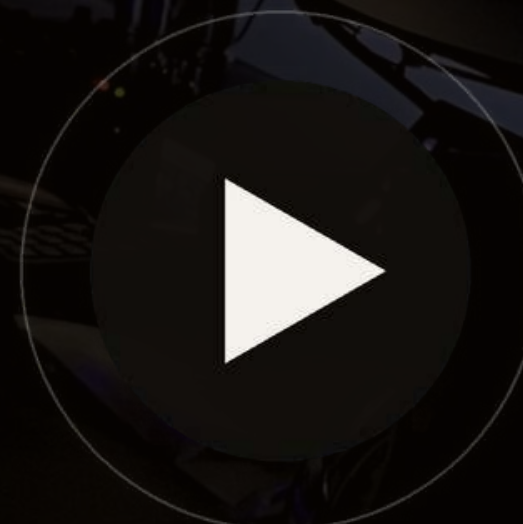
FEATURE CREDITS

The Work.

Select works from 25 years. In 1 minute.

Feature film. Branded content. Docs.
Healthcare. Esports. Live broadcast. From
the edit bay to the boardroom — this is
what it looks like.

RUNTIME ~1:00
FORMAT HD · 16:9
HOSTED Vimeo



PLAY REEL

alexgans.com/reel →

55+
FEATURE CREDITS

15+
INDUSTRY AWARDS

TIFF · SITGES
FESTIVAL PREMIERES

77%
RT — FOLLOW HER

Raised on Film.

25 years of making it happen.

- 2022 Best Editing — Follow Her · GenreBlast FF · Popcorn Frights Jury Prize · Fantasporto Best Film · 77% RT
- 2024 TIFF Premiere · Loathe Thy Neighbor · Dir. Sergio Navarretta · Starring Lauren Holly
- 2018 W3 Gold · Communicator 2× Distinction · "Welcome to iView" — Product Brand Launch
- 2016 Communicator Gold · Telly 2× Silver · W3 Silver · "True Gentlemen" — Hairbond UK
- 2015 Telly Silver Best Directing · RAGAN Best Use of Video · "A Dancer's Perspective" — Cedars-Sinai

I grew up in Miami with a Super 8 camera in my hand, shooting everything I could. My mother worked opposite Dean Martin, Peter O'Toole, and Kirk Douglas across Hollywood and Europe for four decades. That probably had something to do with it.

The summer before my final year of grad school, I spent a semester at MTV, VH1, and Nickelodeon in New York. Then I finished my MFA and moved to Los Angeles to do it for real. That was 25 years ago.

Since then I've led creative for Microsoft, Mastercard, and GrubHub, and cut campaigns for Reese's, Campbell's, and the United Nations. Three years embedded at Cedars-Sinai — building crews and directing 50+ films that earned RAGAN, Telly, and Communicator awards. I ran The Score's West Coast esports operation. Nine years teaching at the Art Institute of Hollywood. And I've cut 55+ feature films along the way.

What makes me useful at the Head of Creative and Creative Director level isn't just range — it's that I've never stopped being an editor. I understand cost, time, and craft at the frame level. That changes how I brief, how I pitch, and what I promise a client.

What I Do.

I

Creative Leadership

Brand strategy and campaign concepting through final delivery. I've led creative for Fortune 500 brands, startups, healthcare systems, and nonprofits — pitching in the boardroom and directing on set the same week. I build the teams, run the pipelines, and own the outcome.

Brand Strategy

Concepting

Campaign Architecture

Scriptwriting

Pitching

Deck Building

Team Leadership

Client Management

Executive Comms

Product Launches

II

Complex Storytelling

Surgical innovation, SaaS platforms, esports culture, product launches — I translate technical, complicated, or unfinished ideas into stories real people understand fast. Casting, locations, crews, multi-camera live events, then back in the edit to shape what was captured. Both sides of the camera, in service of clarity.

Tech & Product

Healthcare

Esports

Live Broadcast

Launches

Talent Direction

Casting

Directing & Post

III

AI-Accelerated Production

A custom multi-model AI workflow that speeds up key phases of the work — previz before the meeting ends, motion tests overnight, plain-English search across a 10,000-file sound and asset library. The tools draft; the taste is 100% human. I've assembled the workflow, shipped real work through it, and can lead a team through the same adoption.

Previz & Motion Tests

Asset Intelligence

Pipeline Design

Team Adoption

Human Final Cut

55+ films.

Where the taste comes from.

Festival wins. Distribution deals. TIFF,
Sitges and Fantasia Fest premieres.
Horror to Hallmark.

▣ 20 WINS · BEST EDITING · 77% RT

Follow Her

2022 · Thriller Feature

Editor · Producer · Post Supervisor · VFX Coordinator · Designer

GenreBlast · Popcorn Frights · Fantasporto · Austin FF

▣ BEST SCI-FI · BEST VFX · SITGES OFFICIAL SELECTION

The Axiom

2018 · Horror Feature

Editor · Producer · VFX Supervisor

Vertical / Lionsgate — Feb 2019

▣ TIFF PREMIERE 2024

Loathe Thy Neighbor

2024 · Comedy Feature

Editor

Dir. Sergio Navarretta · Starring & produced by Lauren Holly

▣ 10 WINS · 7 NOMINATIONS

Neon Bleed

2023 · Drama / Thriller Feature

Editor

Dir. John Capone

FULL CREDITS: [IMDB.ME/ALEXGANS](https://www.imdb.com/name/nm1047106/)

▣ STRAIGHT8 CONTEST FINALIST

Headspace

2022 · Documentary Short · Single 8mm Cartridge

Writer · Director · DP · Editor — sole creative

Starring Boxing Olympian Tony Jeffries

▣ SYFY · 31 DAYS OF HALLOWEEN

No Escape Room

2018 · Horror / Thriller

Editor

Mar Vista Entertainment



STRAIGHT8

Follow Her



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SECRETS
IN THE
WOODS

BRITTANY UNDERWOOD TAYLOR FREY

SECRETS IN THE WOODS is a production of THE WOODS FILMS. A FILM BY BRITTANY UNDERWOOD AND TAYLOR FREY. CASTING BY JESSICA HARRIS. COSTUME DESIGNER: JESSICA HARRIS. HAIR: JESSICA HARRIS. MAKEUP: JESSICA HARRIS. PRODUCTION DESIGNER: JESSICA HARRIS. EXECUTIVE PRODUCERS: JESSICA HARRIS, TAYLOR FREY. PRODUCED BY: JESSICA HARRIS, TAYLOR FREY. WRITTEN BY: JESSICA HARRIS, TAYLOR FREY. DIRECTED BY: JESSICA HARRIS, TAYLOR FREY.

THE WOODS FILMS PRESENTS A TAYLOR FREY FILM "SECRETS IN THE WOODS" STARRING BRITTANY UNDERWOOD AND TAYLOR FREY. A FILM BY BRITTANY UNDERWOOD AND TAYLOR FREY. CASTING BY JESSICA HARRIS. COSTUME DESIGNER: JESSICA HARRIS. HAIR: JESSICA HARRIS. MAKEUP: JESSICA HARRIS. PRODUCTION DESIGNER: JESSICA HARRIS. EXECUTIVE PRODUCERS: JESSICA HARRIS, TAYLOR FREY. PRODUCED BY: JESSICA HARRIS, TAYLOR FREY. WRITTEN BY: JESSICA HARRIS, TAYLOR FREY. DIRECTED BY: JESSICA HARRIS, TAYLOR FREY.

Follow Her on Instagram, Facebook, and Twitter. Also check out her website at [alexgans.com](https://www.alexgans.com)

Branded & Commercial.

Complicated problem. Impossible timeline. Five case studies with one pattern — a brand with a story it couldn't tell on its own, and one creative lead accountable for it.

▮ 50+ FILMS · RAGAN · TELLY 2× SILVER · COMMUNICATOR

Cedars-Sinai

Internal production pipeline · complex healthcare org

Helped develop scripts, built and directed five-person crews, shot and cut 50+ films across 25+ campaigns — surgical coverage and early telemedicine to training.

▮ SAME-NIGHT DELIVERY · LED TO MASTERCARD & GRUBHUB

The Score

Built and led their West Coast coverage operation

Weekly LCS plus BlizzCon, Worlds, and COD as official rep. Directed 4–5 interviews a night — cut and delivered the same night. Broke industry-moving stories.

▮ LIVE INTERNATIONAL BROADCAST

Mastercard

Live, intercontinental, no second takes

A sponsored live broadcast on the future of gaming — LA studio build-out synced with an overseas panel, creative owned end to end.

▮ W3 GOLD · COMMUNICATOR 2× DISTINCTION

iView — Welcome to iView

A brand launch in one week

Cast from social media, locations locked, written, directed, and delivered for an international trade show. It won gold.

▮ COMMUNICATOR GOLD · TELLY 2× SILVER · W3 SILVER

Hairbond UK — True Gentlemen

Two days, one gym, one Olympian

Concept written overnight around what we had. Shot in one late-night session — one of the most awarded pieces I've made.

▮ FULL BODY OF WORK: [ALEXGANS.COM/BRADED](https://alexgans.com/branded)

More Brands

Among many others

Microsoft · GrubHub · UNHCR / United Nations · Reese's · Campbell's · Habitat for Humanity — campaigns, launches, live production, and PSAs.

Clients & Partners.

Agency, in-house, studio, and nonprofit. Brand launches to broadcast. From Nickelodeon to the United Nations.

Microsoft

Cedars-Sinai

GrubHub

NFL Network

Nickelodeon

MTV · VH1

ESPN

Habitat for Humanity

Tony Robbins

National Lampoon

Campbell's

Reese's

Studio71

Varian Medical

Oreo

Bandito Brothers

Modern Video Film

Haylie Duff Productions

Wong Doody

New Films International

Red Fire Films

Mastercard

DreamWorks

Universal Music Group

”

I needed a person who could not only write, edit and direct these videos, but produce and run this new department. I was immediately impressed with how he ran it — high-quality work, always at deadline.

—
JARED REITZIN
CEO — MOBILESTORM

”

Alex's ability to take care of all our Pre-Production, Production, and Post Production needs in Los Angeles — often on a moment's notice — was the biggest asset to theScore.

—
CHRIS BARROW
THE SCORE

”

The go-to guy for overall producing — video production, visual effects, audio, and anything else needed to get the job done. Exactly the individual you want on your team to make magic happen.

—
SVEN KRONG
CO-FOUNDER — CLICK ACTIVE MEDIA

”

Besides being a consummate professional, Alex is a joy to work with. He asks direct questions to bring out the best in the person being filmed.

—
APRIL MOORE
CEDARS-SINAI MEDICAL CENTER

”

Nothing short of relentless in his efforts. He worked around the clock to ensure everything would be as professional and buttoned up as possible. He nailed it.

—
ADAM LEVINE
ALL THINGS MEDIA

”

Instrumental in creating bridges that allow students to launch their professional careers.

—
LORI HAMMOND
PROGRAM CHAIR — ART INSTITUTE OF HOLLYWOOD

”

As Alex's student, I valued the instruction, advice, and exposure to the industry. He steered me in the right direction with the tools and perspectives needed to be successful.

—
PHILLIP VALDOVINOS
THE WALT DISNEY COMPANY · FORMER STUDENT

”

Alex made me look smart, stylish and innovative. Patient, responsive, reassuring — a consummate professional and truly gifted at teaching these skills.

—
KEVIN ARNOVITZ
NBA WRITER, ESPN

Teaching & Leadership.

Guiding young adults from student to professional is the same job a creative leader does with a junior team: set the bar, give honest notes, delegate real responsibility, and develop talent until it doesn't need you.

Art Institute of Hollywood

Los Angeles, CA · 2010–2019 · 9 Years

Adjunct Professor — Film & VFX Department

Taught all levels of editing (Avid & Premiere), motion graphics, After Effects, VFX, History of Film, and portfolio/demo reel production. Helped students land careers at major studios — Disney, Warner Brothers, and The Mill, to name a few.

"Instrumental in creating bridges that allow students to launch their professional careers." — Lori Hammond, Program Chair

New York Film Academy

Los Angeles, CA · 2011–2013

Instructor — Editing & Motion Graphics

Video editing and motion graphics at undergraduate and graduate levels. Taught Avid, Premiere, and After Effects to students from around the world.

Private Instruction & U of Montana

Missoula, MT · 2000–2003 + ongoing

Graduate Teaching Assistant · Private Clients

Taught own classes from first semester through MFA program. Helped design curriculum and course requirements. Private instruction for clients including ESPN.

MFA: Dean's List · BFA: Sculpture, metal work, bronze casting

Great work starts *with the right conversation.*

Open to Head of Creative and senior Creative Director roles — leading the strategy, team, systems, and execution behind everything a brand puts on screen. Los Angeles based, collaborating worldwide. Fully equipped edit suite in Venice. Available now.

Get in touch

alexgansweb@gmail.com

Call

310-894-6328

Location

Los Angeles — Collaborating Worldwide

IMDb

imdb.me/alexgans

LinkedIn

linkedin.com/in/alexgans

Website

alexgans.com

Feature film editing selects available on request — password protected. Branded content selects available upon introduction. Resume: download at alexgans.com/contact.