

ALEX GANS

HEAD OF CREATIVE · CREATIVE DIRECTOR · BRAND STORYTELLING & CREATIVE SYSTEMS

alexgansweb@gmail.com · 310-894-6328 · alexgans.com · Los Angeles, CA

Creative leader with 25+ years turning complex ideas into clear, cinematic, high-trust communication — global brand campaigns, healthcare, technology, esports, live broadcast, and feature film. I set the creative approach, build and direct the teams, and stay close enough to the work to protect taste from first pitch to final delivery — concepting in the boardroom and directing on set in the same week. Trusted by Microsoft, Mastercard, GrubHub, Cedars-Sinai, and the United Nations.

LEADERSHIP HIGHLIGHTS

- ▶ **Cedars-Sinai** — built and ran the video program for three years as embedded creative lead — translating clinical innovation, patient stories, physician expertise, and executive priorities into 50+ films across 25+ campaigns, from live surgical coverage and early telemedicine to internal training. Reviewed at the executive level; RAGAN, Telly, and Communicator awards.
- ▶ **The Score** — built and ran the company's West Coast esports coverage operation for a year — directed and same-night-delivered 4–5 interviews per event night at the LCS, BlizzCon, COD Championships, and Overwatch events, landing team owners and league executives and breaking stories that moved industry-level esports conversations.
- ▶ **Mastercard** — directed and produced a sponsored live international broadcast on the future of gaming — built out an LA studio synced live with an overseas panel, owning the creative end to end.
- ▶ **Speed under pressure** — wrote, directed, and delivered an award-winning product brand launch in one week (iView — W3 Gold), and an award-winning brand commercial in two days (Hairbond UK — Communicator Gold).
- ▶ **Talent development** — built creative talent pipelines for nine years at the Art Institute of Hollywood — training editors, motion designers, and filmmakers from fundamentals through thesis-level production, with alumni placed at major studios.

EXPERIENCE

Founder · Creative Director · GansMEDIA, Los Angeles

2000 – Present

Owner-operated creative studio spanning brand, advertising, film, and social — every client relationship, hire, budget, and delivery since 2000.

- ▶ Led creative for Microsoft, Mastercard, GrubHub, Habitat for Humanity, and Hairbond UK; editor and motion designer on campaigns for Reese's, Campbell's, and UNHCR / United Nations — product launches, live broadcast, social, and executive communications.
- ▶ Player-coach model: concept, script, and direct alongside the team — never from a distance. Casting, locations, crew builds, multi-camera live events, and post supervision on short notice, coast to coast.
- ▶ Feature-film editor on 55+ films and TV movies — TIFF premiere (Loathe Thy Neighbor), Lionsgate release (The Axiom), Best Editing with 20 festival wins and 77% RT (Follow Her) — bringing narrative discipline, pacing, and deadline-tested finishing taste to brand and product work. Full credits at imdb.me/alexgans.

Creative Director (Embedded) · Cedars-Sinai Medical Center

2013 – 2016

Three-year embedded engagement — healthcare brand storytelling at scale, reporting into communications leadership.

- ▶ Owned the full pipeline from loose script to final delivery: story development, crewing, location scouting, direction, and edit — directing physicians, patients, and executives on camera.
- ▶ 50+ films across 25+ campaigns: patient documentaries, live surgical coverage, clinical explainers, and internal training — distributed publicly and across Cedars' private clinical network, in-facility screens, and live events.
- ▶ Awards: Telly Silver x2 (Best Directing), Telly Bronze (Best Documentary), RAGAN Health Care Best Use of Video, Communicator Gold and Silver.

Creative Director · Producer · The Score — Esports

2016

West Coast esports coverage lead for a leading digital sports media brand, with continued event coverage after the core engagement.

- ▶ Ran weekly LCS coverage in Santa Monica plus BlizzCon, COD Championships, and Overwatch events as the company's official on-the-ground representative.
- ▶ Directed interviews with players, team owners, and league executives; cut and published same night via a pre-built graphics pipeline — a weekly content engine reaching millions of views.

- Broke industry-moving stories on player pay and league governance; the work led directly to Mastercard and GrubHub campaign engagements.

Senior Video Producer · Creative Director · [mobileStorm](#)

2008

Staff — in-house video inside a pioneer SaaS communications company.

- Built the production studio from scratch — equipment, workflow, and delivery systems — and owned all video end to end, producing a weekly live show for mobileStorm's enterprise clients — a roster including NASCAR, American Idol, and Kaiser Permanente.

Senior Editor · Designer · Producer · [Click Active Media](#)

2005 – 2006

- Senior editor and designer on 50+ studio titles for Disney, Warner Bros., and DreamWorks — Harry Potter 1 & 2, Madagascar, Shrek.

Adjunct Professor — Film / VFX · [Art Institute of Hollywood](#)

2010 – 2019

- Nine years teaching editing, motion graphics, VFX, and History of Film — all levels through thesis film. Described by the Program Chair as “instrumental in creating bridges that allow students to launch their professional careers.”

CORE CREATIVE LEADERSHIP

- Brand storytelling, campaign development, product launches, and executive communication
- Complex-subject translation — healthcare, technology, esports, nonprofit, and film
- Creative team leadership, mentorship, and production systems that scale
- AI-assisted creative workflows and pipeline modernization
- Live broadcast and high-pressure, deadline-critical delivery
- Investor-, customer-, and public-facing narrative clarity

AI & CREATIVE TECHNOLOGY

I design AI-assisted creative workflows that accelerate research, briefs, visual development, and asset discovery — augmenting the team's work, not replacing judgment. My own setup (internally: THE BRAIN) runs multi-model agents across local and cloud, AI-assisted previz, automated transcription, and a searchable 10,000-file sound and asset library. In practice: faster prototypes, sharper briefs, better-prepared meetings, and ideas tested before production money is spent. I can lead a creative team through the same adoption.

SELECTED AWARDS

- Best Editing, GenreBlast FF — Follow Her (20 total festival wins · 77% RT) — 2022
- W3 Gold + Communicator 2× Distinction — Welcome to iView, product brand launch — 2018
- Communicator Gold · Telly 2× Silver (Best Directing) · W3 Silver — True Gentlemen, Hairbond UK — 2015–16
- RAGAN Health Care Best Use of Video · Telly Bronze (Best Documentary) · Communicator Silver — Cedars-Sinai — 2015–16

EDUCATION & AFFILIATIONS

MFA, Media Arts / Digital Film — University of Montana, 2003 · BFA, Sculpture & Media Arts — University of Montana, 2000

Full film credits: [imdb.me/alexgans](https://www.imdb.me/alexgans) · [linkedin.com/in/alexgans](https://www.linkedin.com/in/alexgans)