

# CARLEY MCGLYNN

CREATIVE CONSULTANT | VIDEO PRODUCER



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ADOBE AFTER EFFECTS

ADOBE PHOTOSHOP

ADOBE ILLUSTRATOR

ADOBE PREMIERE PRO

CINEMA 4D

PEOPLE MANAGEMENT

CREATIVE DIRECTION

COMMUNICATION

UX/LAYOUT

ANIMATION

STRATEGY & CONCEPT

STORYBOARDING

ILLUSTRATION

VIDEO DIRECTION



## PROFILE

A creative director and creative marketing specialist with over two decades experience in the management, ideation and marketing of graphic, motion and video design and production.  
Passionate about game trailers, design, animation, and the games industry.



## EMPLOYMENT HISTORY

**Global Brand & Digital Marketing Manager | Taoglas**  
February 2020 to Present

- Concept and direction on all global creative.
- Hiring and management and training of Creative Services.
- Lead website management, creative strategy and UX direction.
- Global creative lead in video ideation and production.
- Global brand custodian, ideation and strategist.
- Global social media management and strategy.
- Video Production, Direction and Management
- Marketing metrics management, goal setting and KPIs.

**Director at G-Fox-media, Ireland**

August 2019 - Present

- Director of live-action video shoots.
- Storyboard and strategy for video products.
- Creative Strategy and motion design and production.

**Motion Design Director | Lola, Luxembourg**

July 2018 - July 2019

- Creative director on video product design and production.
- Established in-house motion design department.
- Marketing campaign concept and execution.
- Print and rich media strategy and design.
- Lead social media creative management.

**Senior Video Producer/Creative Strategist | Big Fish Games, Global**

December 2014 - December 2017

- Management of video production pipeline & advertising strategy.
- Direction and production of AAA Game Launch Trailers.
- Creative direction, marketing strategy for multiple AAA Game Products.
- Live action and motion video strategy and execution.
- Lead digital marketing for social channels for multiple AAA titles.
- Concept and production of internal and corporate creative assets.
- Reporting to VP of Advertising and key stakeholders.

**Multimedia Specialist | Big Fish Games, User Acquisition, Global**

September 2012 - December 2014

- Management of creative assets for European sector.
- Landing page design and UX deliverables.
- Motion graphic design and production.
- Rich media advertising asset design and production.
- Trade show asset design and production.

**Creative Director | Dragonfly Visual,**

**Luxembourg** December 2014 - December 2017

- Management & design of custom motion graphics for live events.
- Graphic Design, Brand identity & marketing asset design & creation.
- Website UI/UX design & optimization.

## EDUCATION



BA [Hons] Graphic Design [1st Class] University of Herdfordshire, Hatfield, England  
HND - Distinction 3D Computer Animation & Modeling, BCFE, Dublin, Ireland