

# ALEC PINKSTON

 Creative Producer, Etc.

## CONTACT

alecpinkston@gmail.com

773.837.0423

## LINKS

- [Producing & Writing](#)
- [Directing Reel](#)
- [LinkedIn Profile](#)

## EXPERTISE

- Production Execution
- Creative Strategy
- Recruiting & Development
- Breakdowns & Budgeting
- Copywriting & Editing
- Streamlining Collaboration
- Expanding Internal Capabilities
- Public Speaking
- Animation & Puppetry
- AI Workflow Integration

## EDUCATION

- *Univ. of Nevada - Las Vegas*  
B.S. Hosp. Business Admin.  
Salute to Excellence Winner
- *Second City - Chicago, IL*  
Conservatory Program  
Writing & Directing Comedy
- *HarvardX @ Harvard University*  
Leadership & Communication  
Professional Certification



2026 Winner  
Best Résumé for this Job  
(other awards [here](#))

I am a Creative Producer adept at collaborating with brands, agencies, and production companies to create high-impact digital campaigns and branded entertainment; specializing in the development of ambitious concepts and nimble executions through creative solutions informed by multi-disciplinary experience in all three phases.

### **PRODUCER - Conscious Minds Studios (Los Angeles, CA)**

Freelance 2024-2025

Clients: Starbucks, 'The Chosen' TV Series (Prime)

- Produced Super Bowl content starring Marshawn Lynch, shot and aired on the same day
- Produced 5 different social media series in tandem with Annie Lebovitz photo shoot for "The Chosen"

### **PRODUCER & DIRECTOR - CTRL-E Content (New Orleans, LA)**

Freelance 2022-2025

Clients: Walmart, GrubHub, Captain Morgan, Fresh Pet, Proud Source Water

- Produced multiple award winning campaigns exceeding performance goals for audience engagement
- Collaborated with marketing teams to increase scope and deliverables with same budget and schedule

### **PRODUCER & DIRECTOR - Reuzel Grooming Products (Rotterdam, NL)**

Contract 2022 - 2024

- Produced award winning documentary (1M+ views) and instructional series (4M+ views) in 2014, skyrocketing awareness and engagement to launch founders' rise to iconic status in their industry
- Directed & Edited over 100 product overviews, produced 4 part 10th anniversary doc series in 2024

### **WRITER - "Struggle Meals" Cooking Show (Los Angeles, CA)**

Contract 2020 - 2023

- Head writer across four seasons for Emmy winning host Frankie Celenza's cooking series
- Tastemade platform's highest rated series, and first to reach 100 episodes.

### **EXECUTIVE PRODUCER- OddMACHINE Production & Post (Chicago, IL)**

Full Time 2012 - 2022

Clients: Caterpillar, Jersey Mike's, Fiat, Adidas, Michelob Ultra, Potbelly, Revlon

- Expanded roster, capabilities, and facilities to consistently increase revenue and profit year over year
- Oversaw all national and international productions as well as staffing and creative branding
- Created three original content pilots including 'Senataur' funded by winning Project Greenlight

### **PRODUCER & DIRECTOR - Lollapalooza Music Festival (Chicago, IL)**

Contract 2016 - 2019

- Managed multiple production and post teams to conceive, shoot, and deliver 20+ videos over 4 day festival including daily recaps, artist interviews, brand activations, pop up shows, and comedic shorts.

References Upon Request

**Alec Pinkston**  
Creative Producer Etc.

ADVERTISING					
Fidelity "Financial Literacy 101"	Portland, ME	AD, Producer	4 part educational series	P3 Maine	
Iggy the Egg Collectible	Portland, ME	Writer, Producer, Director, Editor	4 spot campaign	Faux Play Toys / Pinkerton Industries	
University of New England	Portland, ME	Editor	6 episode docu-series	UNE: Area Health Education Center	
"The Chosen" Season 6 Marketing	Dallas, TX	Producer	Social, Theatrical, Streaming	Conscious Minds / The Chosen	
Starbucks "Super Bowl Monday"	New Orleans, LA	Producer	Activation w/ same day recap	Conscious Minds	
"The Chosen" Season 1-4 Marketing	Dallas, TX	Producer	BTS Featurettes, Social Content	Conscious Minds / The Chosen	
Capt Morgan "Rum St. Super Bowl Teaser"	New Orleans, LA	Producer, Director, Editor	9 teasers	NVE Experience Agency / CTRL-E	
Renoster "Why I Choose"	Portland, ME	Producer, Director, Editor	Anthem spot	Pinkerton Industries	
Twinings Tea "A Creature Was Stirring"	Chicago, IL	Writer, Director	Holiday Campaign	Pinkerton Industries	
"The Chosen" Season 5 Marketing	Dallas, TX	Producer	BTS Featurettes, 360, Photo	Conscious Minds / The Chosen	
Walmart "Veteran Service"	Atlanta, GA	Producer	Commercial	Bully Pulpit International / CTRL-E	
Grubhub "The Regulars"	Chicago, IL	Producer	3 spot campaign	Bully Pulpit International / CTRL-E	
Working Forest Initiative	Redding, CA	Producer + AD	3 mini-docs	Bully Pulpit International / CTRL-E	
Walmart "Five Years"	Dallas, TX	Producer	Commercial	Bully Pulpit International / CTRL-E	
Walmart "Opportunity"	Atlanta, GA	Producer	4 spot campaign	Bully Pulpit International / CTRL-E	
VooDoo Ranger "On My Way"	Chicago, IL	Writer, Director	Commercial	New Belgium / Pinkerton Industries	
Reuzel "10 year Anniversary"	Chicago, IL	Producer + AD	4 part documentary series	Reuzel / Odd Machine	
CAT "Character Meeting"	Chicago, IL	Writer, Producer	6 spot campaign	Simantel / Odd Machine	
Walmart "Fresh Pet"	Dallas, TX	Producer + AD	Commercial	Bully Pulpit International / CTRL-E	
Des Chutes "Beer Drinking Beer"	Quebec, QC	Writer, Director	Commercial	Boreale / Pinkerton Industries	
Walmart "Proud Source Water"	Mackay, ID	Producer + AD	Commercial	Bully Pulpit International / CTRL-E	
Novartis "KOL"	Chicago, IL	Producer + AD	Educational	FCB Health NY / Odd Machine	
Walmart "Health"	Orlando, FL	Producer	Commercial	Bully Pulpit International / CTRL-E	
Reuzel "University"	Quebec, QC	Producer + Director	Educational Series	Reuzel / Pinkerton Industries	
CAT "Office Finance"	Chicago, IL	Producer + AD	8 spot campaign + photo	Simantel / Odd Machine	
HurryCane "Shadows"	Phoenix, AZ	Producer + AD	Commercial	Marketing Architects / Odd Machine	
Zacapa Rum "Above the Clouds"	Chicago, IL	Producer	4 spot campaign + photo	NVE Experience Agency / Odd Machine	
CAT "Finance VIP"	Chicago, IL	Producer + AD	3 spot campaign + photo	Simantel / Odd Machine	
Reuzel "Product Explainers"	Portland, ME	Producer + Director	50 spot campaign	Reuzel / Pinkerton Industries	
Seagen "KOL"	Chicago, IL	Producer + AD	Educational	Razorfish Health / Odd Machine	
Walmart "Floor is not the ceiling"	Dallas, TX	Producer, Writer	8 spot campaign	Bully Pulpit International / CTRL-E	
Walmart "Vision"	Tampa Bay, FL	Producer + AD	Commercial	Bully Pulpit International / CTRL-E	
CAT "Filters and Fluids Dance"	Chicago, IL	Producer, Writer	Commercial + photo	Simantel / Odd Machine	
USX "Cyber Duck"	Chicago, IL	Producer	Commercial	Merit / Odd Machine	
CAT "Repairs and Rebuild Perks"	Las Vegas, NV	Producer, Writer	5 spot campaign + photo	Simantel / Odd Machine	
CAT "CVA Life Hacks"	Chicago, IL	Producer + AD	4 spot campaign + photo	Simantel / Odd Machine	
Toppers "We Know Pizza"	Chicago, IL	Producer + AD	8 spot campaign + photo	Darling Makery / Odd Machine	
Adidas "Into the Void"	Chicago, IL	Producer + AD	Commercial + photo	Adidas / Odd Machine	
Cablivi "Stories"	Remote Shoot	Producer	2 spot campaign	FCB Chicago / Odd Machine	
CAT "Mini Hex Draft Day"	Chicago, IL	Producer + AD	8 spot campaign + photo	Simantel / Odd Machine	
Andis "Instructionals"	Chicago, IL	Producer + AD	12 spot campaign + photo	BLVR / Odd Machine	
CAT "CVA Tour"	Chicago, IL	Producer + AD	4 spot campaign + photo	Simantel / Odd Machine	
CAT "Rebuild Perks"	Las Vegas, NV	Producer + AD	6 spot campaign + photo	Simantel / Odd Machine	
Gattex "Instructions"	Chicago, IL	Producer + AD	Educational	Abelson Taylor / Odd Machine	
CAT "Job Site Most Wanted"	Los Angeles, CA	Producer + AD	40 spot campaign	Simantel / Odd Machine	
Carton Council "3d Tour"	Green Bay, WI	Producer	Commercial	Hill + Knowlton / Odd Machine	
CAT "Taco Tuesday"	Phoenix, AZ	Producer + AD	Commercial	Simantel / Odd Machine	
Creon "KOL"	Chicago, IL	Producer	Educational	InTouch / Odd Machine	
Beltone "Partner Included"	Chicago, IL	Producer	Commercial + Photo	Marc USA / OddMachine	
Gilead "KOL"	San Francisco, CA	Producer + AD	Educational	InTouch / Odd Machine	
IU Health "How About Today"	Chicago, IL	Producer + AD	4 spot campaign	Merge / Odd Machine	
Skyrzi "KOL"	Chicago, IL	Producer + AD	Education	InTouch / Odd Machine	
CAT "Bucket List"	Chicago, IL	Producer + AD	4 spot campaign + photo	Simantel / Odd Machine	
Wahl "100th anniversary"	Chicago, IL	Producer + AD	5 spot campaign + photo	Wahl / Odd Machine	
Potbelly "Cubano"	Chicago, IL	Producer + AD	Commercial	Jacobson Rost / Odd Machine	
CAT "Fluidium"	Chicago, IL	Producer + AD	Commercial + photo	Simantel / Odd Machine	
Huawei "New Spokesperson"	Chicago, IL	Producer	4 spot campaign	Blast Radius / Odd Machine	
Aflac "Insurance Assurance"	Chicago, IL	Producer + AD	4 spot campaign	Gyro / Odd Machine	
Lollapalooza "Social Content" '16-'19	Chicago, IL	Writer, Producer	12-20 segments/year	C3 / Odd Machine	
Jersey Mike's "Day of Giving"	Los Angeles, CA	Producer + AD	6 spot campaign	Planet Propaganda / Odd Machine	
Illinois Tourism "Mini-Abe Vacations"	Illinois	Producer + AD	12 spot campaign	J. Walter Thompson / Odd Machine	
Revlon "Style to Party"	New York, NY	Producer + AD	Commercial + photo	Revlon / Odd Machine	
Zejula "Patient Stories"	LA, DC, Iowa City	Producer	3 spot campaign	In Touch / Odd Machine	
Michelob Ultra "Heavy Pour"	Chicago, IL	Producer + AD	2 spot campaign	FCB / Odd Machine	
Fiat "Thrill of the Chase"	Las Vegas, NV	Producer	4 spot campaign	Sapient Nitro / Odd Machine	
Alluvian "Out to Sea"	Chicago, IL	Writer, Producer, Director	Commercial	Alluvian / Pinkerton Industries	
Kiwi Shoe Polish "How To"	Chicago, IL	Producer + AD	4 spot campaign	Ogilvy & Mather / Odd Machine	
LaVazza "How To"	Chicago, IL	Producer + AD	10 spot campaign	Blast Radius / Odd Machine	
Dish Network "Apples to Oranges"	Chicago, IL	Producer + AD	4 spot campaign	Havas / Odd Machine	
Pledge "Mirrors"	Chicago, IL	Producer	Photo spread	Ogilvy & Mather / Odd Machine	
Saavn "Hero Soundtrack"	London + California	Producer + AD	Commercial	Sneddy / Odd Machine	
DePaul University	Chicago, IL	Producer + AD	4 spot campaign	Marc USA / OddMachine	
Cox Communications	Chicago, IL	Producer	Commercial	FCB / Odd Machine	
Kellogg School of Management	Chicago, IL	Producer + AD	10 spot campaign	Northwestern / Odd Machine	
CAT "They're He-re"	Chicago, IL	Producer + AD	Commercial	Simantel / Odd Machine	
Wilton "B.A.S.H."	Chicago, IL	Writer, Producer, AD	Commercial	Dorn / Odd Machine	
Jet "Elite Air Tools"	Chicago, IL	Writer, Producer, AD	Campaign	Dorn / Odd Machine	
Wilton "ATV"	Chicago, IL	Writer, Producer, AD	Commercials	Dorn / Odd Machine	
Hornitos "Choose Your Adventure"	Chicago, IL	Writer, Producer, AD	Multi path digital series	Liquid Thread / Odd Machine	

ORIGINAL CONTENT					
Senataur (Animated Political Satire)	Chicago, IL	Writer, Director, Producer	8 episode micro-series	Project Greenlight / Senataur 2020 LLC	
The Chosen "Road To the Cross"	Matera, Italy	Producer	BTS Documentary	Conscious Minds / The Chosen	
Jeff Tweedy "Some Birds"	Chicago, IL	Producer + AD	Music Video	Anti Records / Odd Machine	
Jeff Tweedy "Low Key"	Chicago, IL	Producer + AD	Music Video	Anti Records / Odd Machine	
ATLAS: EARTH Games (Ep 6)	Dallas, TX	AD, Producer	YouTube Series	Copperfish Productions, ATLAS: EARTH	
ATLAS: EARTH Games (Ep 5)	Nashville, TN	AD, Producer	YouTube Series	Copperfish Productions, ATLAS: EARTH	
ATLAS: EARTH Games (Ep 3-4)	Austin, TX	AD, Producer	YouTube Series	Copperfish Productions, ATLAS: EARTH	
ATLAS: EARTH Games (Ep 2)	New Orleans, LA	AD, Producer	YouTube Series	Copperfish Productions, ATLAS: EARTH	
Struggle Meals	Los Angeles, CA	Writer	Seasons 6,7,8,9	Tastemade / Fluid Frame	
Clint Maedeen "Fireflies"	Portland, ME	Writer, Director, Producer	Music Video	Dagaz Media / Pinkerton Industries	
Sick Day "Chicago," "Crawfordsville" Eps	Chicago, IL	Writer, Director, Producer	Comedic Sketch Show (2 eps)	Pinkerton Industries	
Bailout	USA	Producer	Feature Documentary	Bailout Films LLC	
How to Get Lost "Pilot"	Netherlands, Spain	Writer, Producer	Travel Show	Pinkerton Industries	
Letters from Vincent	Chicago, IL	Writer, Producer	8 episode web series	Pinkerton Industries	
Village Under Your Grandma's Tree	Chicago, IL	Writer, Director, Producer	8 episode web series	Pinkerton Industries	
Henchmen "Clown Parade"	Chicago, IL	Writer, Director, Producer	2 episode series	Pinkerton Industries	
What Happens on the Clark Street	Chicago, IL	Writer, Director, Producer	Music Video	Pinkerton Industries	