

Hello I'm, Drew Ruesch.

[pronounced; reesh - like nouveau riche]

CONTACT

(310) 467-2382 drewmorgen@gmail.com
drewruesch.com
Linkedin.com/in/andrewruesch
@drewmorgen

TV Development | Creative Direction | Media Production

It's not that hard... and there is always a plan "B." - Drew Ruesch

AREAS OF EXPERTISE

Pitch Formation
Media Production
Agency, Talent Relations
and Casting
Idea Generation
Brand Narrative and
Storytelling
Project Management
Producing Content
Coaching, Mentoring, and
Training
Cultivating Diverse and
Exceptional Talent
Talent Engagement
Visual Design
Strategic Planning
Digital Marketing
Budget Oversight
Performance Management
Campaign Management
Marketing
Client and Stakeholder
Management
Communications
Content Management
Contract Negotiation

EDUCATION

UCLA

B.A. School of Theatre,
Film and Television

Experience

HEAD OF DEVELOPMENT MONAMI PRODUCTIONS

Aug 2021 - Present

- Supervise team to develop, evaluate, conceive and present original concepts
- Demand quality, creativity and fun while still managing project resources and timelines
- Represent company to clients when presenting pitch materials and paid development
- Hire and oversee short term employees and independent contractors including but not limited to Editors, Writers, and Producers
- Review rough cuts prior to delivery to client to verify they adhere to client goals, and backstop QC
- Offer advice and consultation to development team from a senior level perspective

Series: *Hip Hop Homicides (Wetv), Still Kickn' It 2 SWV & XSCAPE (Bravo), Diva Daughters (BET).* Paid development with BET, OWN, Hulu, Wetv, and A&E

DEVELOPMENT CONSULTANT INDIGO FILMS, ANVL ENT., MONAMI

Jan 2020 - Aug 2021

- Maintained momentum around creative concepts, as a core part of the team that is responsible for bringing them into the world
- Ensured the brand was represented in the highest regard as a brand and partner
- Introduced company to new partnerships
- Established timelines and oversaw projects while maximizing resources to achieve goals

VICE PRESIDENT OF DEVELOPMENT COLLINS AVENUE ENTERTAINMENT

Aug 2017 - Dec 2019 &
Jan 2015 - Jul 2016

- Generated concept and creative direction for projects ranging between 300K and 3M
- Provided mentorship and creative direction to a team of 9 diverse copywriters, editors and creatives
- Provided creative team with clear communication and motivation to produce high-level creative solutions
- Developed working relationships with new creative and production vendors, as well as strengthened partnerships with current vendors, to conceive and execute creative

Series: *She's The Boss (USA), The Devil Next Door (A&E), Stove Tots (FYI),*
-- Sold 21 projects to various development stages at: *Food (2), HGTV (5), TLC, Oxygen, Animal Planet, OWN, and Lifetime, A&E (2), Food, E! (2), Science, CBS, and BYU*

TECHNOLOGY

Photoshop
InDesign
Illustrator
After Effects
Avid
5DMkiii
C300
Sony FS7
DJI Drones
Outlook
Powerpoint
Excel
Word
Keynote
FCP X
Slack
G Suite

KEY BRANDS

Viacom
NBC Universal
Discovery Inc.
Beyond Meat
Whole Foods
Discovery (shark week)
Room & Board
Fab.com
Indy Plush

CLIENT INDUSTRIES

Telecommunications
E-Commerce
Supply Chain
Food & Beverage
Property Management
Education

VICE PRESIDENT OF DEVELOPMENT IRWIN ENTERTAINMENT

Jul 2016 - Aug 2017

Series: *Funny People (Fox), Animal House (Fox), Mind Your Business with Mahisha Dillenger (OWN), Red Nose Day (NBC), and New Year's Eve with Carson Daily and Mel B. (NBC), A Pentatonix Christmas Special (NBC)*

MANAGER OF DEVELOPMENT GIANT PIRATES

Jan 2013 - Jan 2015

Series: *Steak Out With Kix Brooks (Cooking/Food), The Great Danes (Vh1), Trouble in Paradise (Spike), Local Drama (TBS), The Feed (FYI), Pink Collar Criminals (ID), War At The Shore (Spike), and Ted Bundy Special (ID)*

DEVELOPMENT COORDINATOR GRB ENTERTAINMENT

Jun 2011 - Jan 2013

Series: *Sex Sent Me to the ER (TLC), Pregnant and Dating (WE), Wives with Beehives (TLC), Showdown of the Unbeatables (NATGEO), My Evil Sister (BIO), Model Killers (BIO), Fame in the Family (E!), Extreme Animal Obsessions (APL), Twisted Tales of my 9 to 5 (ID), Scambushed (Travel)*