

Hello I'm, Drew Ruesch.

[pronounced; reesh - like nouveau riche]

CONTACT

(310) 467-2382 drewmorgen@gmail.com
drewruesch.com
[Linkedin.com/in/andrewruesch](https://www.linkedin.com/in/andrewruesch)
[@drewmorgen](https://twitter.com/drewmorgen)

Development Exec & Producer | TV | Media | Live Events

I am known for streamlining and automating processes to **produce premium creative solutions.**

AREAS OF EXPERTISE

Pitch Formation
Project Management
Idea Generation
Brainstorming
Deck Building
Agency, Talent Relations
and Casting
Brand Narrative and
Storytelling
Camera Operation
Producing Content
Coaching, Mentoring, and
Training
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

DEVELOPMENT @ Pinterest TV

May 2022 - Aug 2022

PINTEREST

- Led Development team
- Curated and doubled programming from 240 to 510 episodes per month
- Analyzed and presented monthly metrics, with week over week engagement and viewership growth
- Established and streamlined a casting process and Creator pipeline
- Reframed the Pinterest TV Creator and Agency pitch, which resulted in a 60% increase in Creator procurement

HEAD OF DEVELOPMENT

Jan 2020 - May 2022

MONAMI PRODUCTIONS

- Developed projects ranging between 1M and 10M
- Effectively 'managed up' while managing performance of employees and independent contractors including but not limited to Editors, Writers, and Producers
- Demanded quality and creativity while streamlining processes and managing resources
- Verified adherence to client goals, and backstop QC, for all network cuts prior to delivery
- Offered advice and consultation to development team from a senior level perspective

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

DEVELOPMENT CONSULTANT

Jan 2020 - Aug 2022

INDIGO FILMS, ANVL ENT., MONAMI

- Initiated 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
- Streamlined company partnerships
- Established timelines and oversaw projects while maximizing resources to achieve goals

TECHNOLOGY

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

KEY BRANDS

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

CLIENT INDUSTRIES

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

VICE PRESIDENT OF DEVELOPMENT

Aug 2017 - Dec 2019 &
Jan 2015 - Jul 2016

COLLINS AVENUE ENTERTAINMENT

- Generated concept and creative direction for projects ranging between 300K and 3M
- Apportioned mentorship and creative direction to a team of 9 diverse copywriters, editors and creatives
- Directed creative team to produce high-level creative solutions
- Refined 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*

VICE PRESIDENT OF DEVELOPMENT

Jul 2016 - Aug 2017

IRWIN ENTERTAINMENT

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

Jan 2013 - Jan 2015

GIANT PIRATES

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

Jun 2011 - Jan 2013

GRB ENTERTAINMENT

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)*