BRAD FEESER

Creative Producer | Filmmaker | Content & Emerging Technology

PROFESSIONAL SUMMARY

Multidisciplinary creative producer and filmmaker with 15+ years leading 200+ documentary, branded, social, cultural, nonprofit, and experimental projects from first idea through final delivery. Combines concept development, hands-on production, documentary instincts, client collaboration, and emerging technology to create human, purposeful content across industries. Comfortable working lean or alongside agency teams, translating loosely defined goals into strong creative directions and finished work.

CORE STRENGTHS

CREATIVE DEVELOPMENT Concept Development | Brand & Human Storytelling | Treatments | Storyboards | Scripts | Visual Direction | Campaign Thinking

PRODUCTION & POST Directing | Cinematography | Interviews | Solo & Lean Production | Final Cut Pro | Editing | Color | Sound Design | Multi-Format Delivery

CONTENT & COLLABORATION Branded Content | Documentary | Social Content | Events & Activations | Client & Agency Collaboration | Real-Person Direction | Rapid-Turn Production

EMERGING TECHNOLOGY Generative AI | Hybrid Live-Action / AI Production | Rapid Prototyping | Gaussian Splats | Runway | Kling | Seedance | Luma | Higgsfield | Midjourney | ChatGPT

PROFESSIONAL EXPERIENCE

Founder / Creative Producer / Director at Hearty Films, 2009 to Present

Independent creative studio delivering 200+ documentary, branded, campaign, social, cultural, nonprofit, and experimental projects.

- Lead projects from loose brief or client goal through concept development, pre-production, directing, cinematography, interviews, post-production, revisions, and final delivery.
- Develop creative approaches that connect brand goals to human stories, often presenting multiple directions, treatments, visual references, storyboards, or prototypes before production.
- Serve as the direct client point of contact throughout projects, balancing ambition with budget, timing, available resources, and practical production realities.
- Direct artists, founders, executives, customers, community members, and documentary subjects, helping non-professional talent feel natural and credible on camera.
- Work independently when speed and efficiency matter, or scale with editors, designers, animators, camera teams, agencies, and other collaborators when a project requires a larger footprint.
- Personally edit the majority of delivered work in Final Cut Pro, handling story construction, pacing, music, sound design, color, captions, aspect-ratio adaptations, finishing, exports, and delivery.
- Move comfortably across documentary, branded campaigns, social content, events, nonprofit storytelling, and experimental creative work while maintaining a consistent emphasis on authenticity and craft.
- Integrate emerging tools when they meaningfully improve the idea or production approach, including generative AI, hybrid live-action workflows, spatial capture, and rapid prototyping.

SELECTED CREATIVE & BRAND WORK

Documentary & Long-Form Narrative, Branded & Commercial Storytelling, Nonprofit & Social Impact , AI & Emerging Media, Civic & Public Affairs, Immersive & IRL Experience

Artist & Music Storytelling — Embedded Filmmaker / Cinematographer

- Documented Black Pumas during a four-day Austin City Limits residency, shooting, editing, and delivering social-ready content within 24 hours as a solo creator.
- Served as cinematographer for Buffalo Nichols content featured by NPR Tiny Desk and *The Late Show with Stephen Colbert*.
- Completed a two-day SXSW embed with Dua Lipa, with additional artist work including Gary Clark Jr., Billy Gibbons, and Alejandro Escovedo.
- *Darkbird* — feature documentary currently in post-production; Director, Editor, and Co-Producer.

International NGO & Humanitarian Storytelling

- Kenya & Tanzania — Cinematographer, Producer, and Editor for Well Aware, documenting clean-water initiatives and community impact.
- Nicaragua — Cinematographer, Producer, and Editor for Project Schoolhouse, creating field-based nonprofit storytelling in local communities.
- Iraq — Cinematographer for War Child UK, documenting humanitarian work in a high-complexity international environment.

Additional Noteworthy Clients

- Toyota, Shake Shack, Team USA, Warner Bros., Shiner Beer, DuPont, Saatchi & Saatchi, citizenM , City of Austin, Spectrum Brands

CREATIVE TECHNOLOGY & EXPERIMENTATION

- Proposed and created a virtual archive of a temporary Preacher art exhibition using Gaussian Splat technology, scanning the gallery and building an explorable spatial record that Preacher later featured on its social channels.
- Self-initiated experiments span camera hardware, product development, character fabrication, photography, and campaign concepts, including a camera handle, functional backpack, puppet build, *The Box Portraits*, and Texas agriculture concept work. See selected experiments

EARLIER EXPERIENCE

The Vanguard Group — Presentation Designer & Sales Support, 2002 to 2009

- Created enterprise-level visual communication systems for institutional teams managing accounts exceeding $10M

EDUCATION

Pennsylvania State University, B.S. Marketing