

Brian McClure | Multimedia Executive Producer

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SUMMARY OF QUALIFICATIONS

- More than 20 years experience directing media and communications operations and creative content
- Extensive background in print, film, web, publishing, advertising, graphic design, and online applications
- Expert in business development, negotiations, team-building and achieving team goals
- Passion and focus on branding, communications, live events, higher education and learning

PROFESSIONAL EXPERIENCE

StudioBDC · Oct 2011-present

Founder and Executive Producer

StudioBDC is a media and communications production company founded on the principal that communications require innovative media solutions. My leadership engages all aspects of day-to-day management for teams that include seasoned communications professionals, cutting-edge media experts, designers and content developers of superior products for contemporary communications. Client base includes non-profit government and educational institutions from public schools to colleges to community-based organizations, and for-profit corporations in music, hospitality, law, retail, entertainment, and public relations. [Meet StudioBDC](#)

Breckenridge Design Group, Inc. · Sep 1999-Sep 2011

Chief Operating Officer

Breckenridge Design Group (BDG) is a strategic communications firm headquartered in Washington, D.C. I served as managing partner responsible for success in fulfilling client communication projects, including development and oversight of studio operations and business expansion, leading company achievement in meeting and exceeding client goals and expectations. I led 30-40 simultaneous projects and campaigns across a spectrum of industries and demographics. I directed the company in achieving strategic results in content development, graphic design, multimedia, print and online marketing solutions for reaching these audiences, such as creating and implementing viral campaigns and developing new social networks and websites.

JDG Communications · Aug 1993-Sep 1999

Studio Director

I led studio operations, business development and best practices, helping client companies across many industry sectors expand their presence in the mid-Atlantic region. I directed initiatives advancing the firm's reputation and awareness as a top-tier performer in the marketplace, delivering communication strategy and products in print and online. I served multiple roles creating studio practices and systems for client management, team building and quality control, while growing company visibility and profits.

AWARDS, AFFILIATIONS AND CERTIFICATIONS

2018 Best of Business Award, Small Business Community Association (SBCA)

Top Creative Independent Producer, *StudioDaily* / National Association of Broadcasters

Member, American Institute of Graphic Arts (AIGA)

Past President, *Historic Chevy Chase, DC*

RECENT PROJECTS OF NOTE

Food Justice Corridor, Richmond, VA: *Partner and Executive Producer for Media and Communications*

Virginia Center for Inclusive Communities (VCIC): *Video interview series for training in inclusive pedagogy*

ResurgentOutplacement.com: *Interactive app turnkey design, development and fulfillment*

Hazelden Betty Ford Foundation: *Film series and live broadcast on college student drinking and substance abuse*

EDUCATION AND CREDENTIALS

University of California, Santa Cruz | June 1979 | BA, American Studies

Cabrillo College, Aptos, California | June 1977 | AA, Journalism

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On the Road to Digital Cinema

Making Sense of American Life and Culture

Educated at the University of California, Santa Cruz, Brian McClure was selected by Yale University to join a forward-thinking group of students to launch an area of academic inquiry into American life and culture, which became *American Studies*, and today, represents a prominent major declared across U.S. campuses. His widely celebrated writings and new journalism graphic stylings offered a revolutionary perspective on American popular culture, covering the early days of punk rock, gonzo journalism, psychedelic art, poetry, film and politics.

The Power of Print

Brian began his publication career in the Washington, D.C. with the launch of the *Hill Rag*, a small weekly community newspaper presenting local news and supported by neighborhood advertisers. With an energetic and dedicated staff, the publication grew to become one of a chain of neighborhood tabloids known today as *Capital Community News* serving many niche neighborhoods in the nation's capital.

Publisher and Creative Director

Along the way, Brian founded the alternative arts and news monthly, *Columbia Road*, targeting the eclectic neighborhood of Adams Morgan in Washington, D.C. A bilingual tabloid featuring local artists, writers, and political activists, *Columbia Road* served as the precursor to "typical" alternative news tabloids such as New York City's *Village Voice* and Washington D.C.'s *City Paper*.

Digital Pioneer

Moving next to Southern California, Brian launched what became the first of a chain of neighborhood "hometown" newsweeklies, combining arts, entertainment, and intensely local news coverage to create the *Redondo Beach News* and *Hermosa Beach News*. These publications utilized innovative (for the times!) technologies for design, production and printing. In fact, Brian's knowledge of electronic prepress, digital page systems, and traditional press room functions contributed to a successful new blending of publishing services and strategies for production and distribution.

Our Nation's Capital

Returning to Washington, D.C., Brian joined *Johnson Design Group* as Studio Director and later *Breckenridge Design Group* as Chief Operating Officer responsible for fulfilling client graphic design and communication projects, including development and oversight of studio operations, human resources, and business expansion, leading company achievements meeting and exceeding client goals and initiatives.

StudioBDC

Today, Brian is the Founder and Executive Producer for *StudioBDC*, a worldwide media and communications production company launched in Washington, D.C., now based in Richmond, VA. His hand-picked teams feature a seasoned collection of professionals from cutting-edge media experts to audio, sound and programing developers of superior products for contemporary communications. The client base includes higher education, hospitality, retail, government, communications, entertainment, public relations, associations and nonprofits.



"I provide high-quality cinema and film techniques and leverage the look for creating the most effective organizational communications."

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