

SPENCER DRAEGER

Lead, Creative Innovation · AI-Native Production · Growth, Ecommerce & New Business Lines

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SUMMARY

A creative and innovation leader who builds new revenue lines, not just campaigns. At a full-service agency I **launched an ecommerce and small-business division**, stood up a **digital-marketing arm**, and built an **in-house AI content studio** — restructuring the company to serve a whole new market. I pair award-winning creative (American Photographers Award, 2024; Netflix & Amazon sync placements) with a systems mindset that automates operations, cuts cost, and ships fast: AI production pipelines, automated marketing and support, and paid media that brings in clients. I move fluidly across strategy, creative, and code — and I stretch past my title to wherever the impact is.

CORE COMPETENCIES

Creative & Innovation Leadership Ground-up brand & business-line launches · restructuring for new markets · agency & team leadership · roster & account management · creative & art direction

AI Content & Automation In-house AI content studios · generative image & video (Runway, Seedance, Kling, Weavy) · identity-locked model training (Soul ID) · agent orchestration & no-code automation (n8n, Make, Python)

Growth, Ecommerce & Marketing Ecommerce buildouts (Shopify) · paid social & search · email / SMS lifecycle & automation · automated support & lead gen · sponsorship & wholesale acquisition · local SEO

Production & Post Cinematography & camera · video editing · color grading · motion graphics · audio engineering & scoring

SOFTWARE & PLATFORMS

AI & Automation Higgsfield (Soul ID, Nano Banana Pro) · Runway · Seedance · Kling · Weavy · ComfyUI · Flux · Midjourney · OpenAI · n8n · Make · Python · Claude Code

Creative & Post DaVinci Resolve · Adobe Premiere · After Effects · Photoshop · Figma · CapCut · Logic Pro X · Avid Pro Tools

Growth & Ops Shopify · ReCharge · Klaviyo · Printify · Meta Business Manager · Google Ads · Google Business Profile · Asana · Astro / Netlify

EXPERIENCE

Immediate Family — Lead, Creative Innovation

May 2025 – Jul 2026

Full-service artist, brand & content agency · Brooklyn, NY

- **Launched an entire ecommerce & small-business division** — restructured the agency to take on small businesses as a new client market, building the offering, pricing, and delivery model from the ground up.
- Stood up a **digital-marketing arm** running paid ads and marketing programs — a new recurring-revenue line layered on top of the creative business.
- Conceived and directed an **in-house AI content studio** — 7 identity-locked characters and 50+ compliance-engineered campaign renders — running generative video alongside real shoots; led the in-house video team and owned full post.
- Directed creative across a **multi-industry roster** (NYC music venues, a historic recording studio, touring artists, consumer brands) — brand identity, campaigns, paid social, email / SMS (Klaviyo), and local SEO.
- Built the agency site (Astro / Netlify) and 8 automation tools; engineered a Python sync tool that pushed 128 items in one run; led a 6-person team.

John Varvatos — Creative Producer

Feb 2021 – Feb 2024

New York, NY

- **Cut campaign shoot costs from ~\$200K to \$50–80K per shoot** — eliminated third-party production entirely by personally taking on producing, creative producing, DP, and editing, plus leveraging industry connections.
- Researched, wrote, produced, directed, and supervised pre- and post-production on **global campaigns**; owned all social-media asset creation.
- Ran production end-to-end (budgets, casting, crew, permits, vendors) and helped curate label & fashion shows and live presentations.

Electric Mud — Director of Business Development

Apr 2025 – May 2026

Creative brand & ecommerce agency

- Built an **automated help desk** and an **automated email-marketing system** that secured **50+ wholesale vendors for Corky's Coffee** plus new sponsorships.
- Directed creative and ran ecommerce end-to-end for **Levitation Festival, Corky's Coffee, Townsquare Media, and Society of Vintage** — brand, logistics, merchandise, and Shopify through launch.
- Produced, shot, and edited video content; designed brand assets in Figma for social and vinyl.

Strange Connections Productions LLC — AI Digital Marketing Executive

Nov 2024 – 2025

Los Angeles, CA

- Built **AI agents and automation** (n8n, Make, OpenAI) to scale operations and cut CRM / SaaS costs; produced video and AI-generated assets and integrated AI outreach at a **12% response rate**.

Freelance — Director of Photography · Editor · Audio Engineer

2015 – Present

Portfolio: SpencerDraeger.com

- Shot as **DP across digital, analog film, and AI-generated formats** with a full post pipeline (edit, color, motion, audio); composed and scored music for **John Varvatos and Todd Snyder** — sync placements in Netflix and Amazon productions.

RECOGNITION, EDUCATION & CERTIFICATIONS

American Photographers Award (2024) · Sync placements: Netflix · Amazon · Todd Snyder & John Varvatos campaigns · Signed with Rough Trade Publishing (film/TV composition)

San Francisco State University — BBA, Marketing (2009)

Certifications DaVinci Resolve · Apple Final Cut · Logic Pro X · Avid Pro Tools