Tom Meredith

Producer, creative director & creative strategist

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SUMMARY

Most people making AI videos learned their craft from prompts, not on sets. Most performance marketers can spot a drop in CTR, but not a bad edit. And most creative teams do not have someone who can turn the tools into a repeatable system. I combine all three: creative craft, hands-on AI expertise, and technical know-how, all in service of a real business purpose. I started in production at Walt Disney Animation Studios, produced promos and branded shoots for Disney Store, Hot Wheels, Pizza Hut, and Freeform, and went from video producer to VP at Tier 11 leading creative for 40+ brands. I have been using generative AI since July 2022, and since July 2026 I have been directing AI videos using Higgsfield, Claude, Blender, and Python-driven animation.

Open to: creative work, strategy, AI production and independent work. Remote, or on-site in Los Angeles.

EXPERIENCE

AI Video Production & Workflows — Independent Director and Builder — July 2026 to present

I believe AI will lead to more human creativity, not less. Using Claude and Codex agents to combine traditional production pipelines with generative AI for high-production-value shorts and advertising.

- poppi UGC Ad System (unofficial spec, Nov 2026): built a repeatable belief-driven UGC ad workflow on Higgsfield Marketing Studio across two audiences, two flavors, and six 15-second takes finished to about 18 seconds (Batch 2 ran in 17 minutes across four takes at 260 credits per finished ad), plus a Python finishing kit and no-code playbook.
- House Money (Higgsfield Global Film Festival, Sep 2026): directed a three-minute WWII drama about two Nisei soldiers grappling with cultural differences as a first exploration into studio-level department quality across 931 generations (Seedance 2.5, GPT Image 2, Nano Banana Pro), edited personally in Adobe Premiere.
- Emma Relief (DTC spec ad, Sep to Oct 2026): directed a vertical UGC-style AI ad from a supplied script with two hook openings using Seedance 2.5, ElevenLabs, and Claude-driven animation, building the character, voice, and setting from creative strategy research.
- Her Roses (in progress): vertical story drama ad for a plant-care app built with Wan 3.0 via Higgsfield, maintaining consistent characters across three ages and mapping the app onto generative video in post.
- Repeatable creative strategy workflow: turned my research-to-brief process into Claude skills that analyze customer reviews, pick a narrow audience, map beliefs, and write hooks and briefs.

SuperHired — Co-Founder — 2025 to present

An AI-native, flat-fee recruiting firm for marketing hires, built on agent-driven sourcing and content workflows.

- Own the brand identity, positioning, and marketing strategy.

Wicked Reports — Product Marketing Consultant — March to December 2025

Attribution software for e-commerce brands and the agencies that run their ads.

- Led launch marketing for two products, 5 Forces AI and Advanced Signal, interviewing leadership and customers to ground positioning in buyer language.
- Built the Advanced Signal message around the core belief buyers needed to reconsider, drafted agency and brand email sequences, produced launch videos, and re-cut the flagship YouTube pitch video from 5:52 to 2:59.

Tier 11 — September 2018 to May 2025

A performance marketing agency. Joined as a video producer and left as a VP across 40+ brands.

VP of Marketing & Innovation — From 2022

- Ran the agency's own B2B marketing to CMOs and marketing directors, focusing acquisition on the two channels that reliably produced customers: referrals and Perpetual Traffic podcast listeners.
- Led early AI adoption and team workflows starting in December 2022: built GPT and DALL·E bots in Slack, trained the team on shared prompts, turned GPT-4 personas into Midjourney prompts, and ran HeyGen localization tests.

Creative Director, then VP of Creative and VP of Innovation & Strategy — 2020 to 2022

- Led a creative team of 11 to 12 people plus two vendor groups producing Meta ads for 40+ clients.
- Led customer research (reviews, support tickets, ad comments), built the agency's six-level customer awareness chart (adding outcome aware), wrote creative pitch plans, and briefed editors from ad-by-ad retention and conversion reads.

Video Producer, then Creative Strategist — 2018 to 2020

- Earned the role with unsolicited spec recuts for Legion Athletics, then owned creative strategy beside media buyers, including Paleovalley ads built from real customer words.

Sons of Summer Supervising Producer **2015 to 2018**

A production company in Burbank.

- Produced promos and branded video for Disney Store, Hot Wheels (including a 30-foot miniature Death Star trench), Freeform, Pizza Hut, and Seven Bucks Digital Studios ($5,000 to $200,000), supervising budgets, crew, shoots, and post-production.

Coffee Blocks Inventor and Co-Founder **2014 to 2017**

An instant butter coffee. Co-founded with Steven Kiefer and Chad Galbreth.

- Invented the product, funded it on Kickstarter (388 backers, $38,879 on a $35,000 goal), developed shelf-stable production, led packaging and branding, and produced the brand's films including "Moms Empower Us".

DreamWorks Animation Junior Marketing Manager **2009**

- Managed executive approvals, asset delivery across studio teams, and working coordination with Nickelodeon.

Walt Disney Animation Studios **2005 to 2009**

Publicity and Art Department Manager, Bolt **2007 to 2009**

- Managed 10 artists and a production assistant in the art department (production design, lighting direction, character design) and acted as liaison across marketing, publicity, interactive, consumer products, and international.

Production Assistant, Look Development, American Dog **2005 to 2007**

- Tracked assets through texturing, paint, and hair, assisted with pre-production bidding and scheduling, and prepared executive presentations.

KABC-TV Production Assistant, then Newsreel Apprentice **2002 to 2005**

ABC7, Los Angeles.

- Ran scripts, rundowns, and teleprompter for daily broadcasts, field-produced sports and awards shows, wrote and directed segments for a 2004 pilot morning show, and trained apprentices and interns.

SELECTED WORK

Protaflo · poppi spec · House Money · SuperHired · The system I built for creative strategy · Paleovalley · Perpetual Traffic · Emma Relief · Legion Athletics · Producing reel · Gloria's Cake & Candy Supplies · Coffee Blocks · Bolt

All of it, with my part on each piece: tomme.co/work

SPEAKING AND WRITING

- Perpetual Traffic, episode 324: an hour on my creative process. 17 Sep 2021. Episode page
- Perpetual Traffic, episode 530: "5 Takeaways from the Meta Agency Performance Summit". 3 Oct 2023. The episode
- "AI video makes creative direction more valuable", 20 May 2026. tomme.co/ai-video-makes-creative-direction-more-valuable

TOOLS

Higgsfield (Seedance 2.5, Wan 3.0, GPT Image 2, Nano Banana Pro, Marketing Studio), Claude and Claude Code (skills, agents, Python animation), Codex, Blender, ElevenLabs, Midjourney, DALL·E, HeyGen, ArcAds, Meta Ad Library, Adobe Premiere Pro, After Effects, Photoshop, Illustrator, and Figma.

EDUCATION

B.A., Cinema and Television (Media Management), California State University, Northridge.