



Phil McCoy, Executive Producer
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*"We spin ideas into
compelling audience
experiences."*

Spiral Productions is a limited liability company (LLC) founded by award-winning producer Phil McCoy. Our mission is to collaborate with customers to conceive and produce compelling media experiences that achieve customer objectives within their target audience and budget. We use digital technology to shape and form light and sound into simple media solutions that can be delivered in any format or distribution channel.

Our approach to media creation is cost-competitive, systematic, and thorough. Spiral Productions services include:

- Working with customers to identify and clarify communication objectives, suggest useful concepts or approaches, and establish project parameters
- Creative development, from concept to completion
- Managing all phases of media production and delivery, including custom packaging if needed
- Brand and image stories, value propositions, product introductions, keynote media, trade show media, sales demonstrations, training, entertainment, webcasts, podcasts, themed music

Phil McCoy has over 15 years of experience as a film and television producer/director working in advertising, corporate communications, and manufacturing. He is results-oriented and has successfully produced all types of media, from television and radio commercials to countless new product introductions, webcasts, trade show attractions, and celebrity appearances. He is skilled at turning ideas into reality. For example, he created a product concept video for Genie Industries that attracted 20 firm customer commitments and ultimately generated over \$6 million in incremental business.

Phil began his career as an ad agency broadcast producer. He wrote, produced and directed several hundred regional radio and television commercials for Safeway Stores, Inc. and Sears Roebuck and Company. It wasn't long before customers wanted to work directly with Phil, and he launched his freelance career producing point-of-sale, fund-raising, and a variety of other programs and commercials. He studied copywriting at the New School of Visual Concepts in Seattle and completed the Certificate Program in Advertising at the University of Washington. He next served as a Media Producer at Genie Industries, part of the Terex organization (a Fortune 500 company), where he was responsible for developing new concepts and media for product introductions, marketing, sales, regulatory requirements (safety training), customer events, trade shows, executive presentations, and large corporate meetings. He was subsequently promoted to Creative Services Manager and, later, to Executive Producer.

Phil has earned a string of awards along the way. The most recent was peer recognition for the best production of an original song, "Genie Blue," which was selected from over 8,500 entries.