



Tim Reilly Named Creative Director at Definition 6

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Tim Reilly has been named creative director at Atlanta- and New York City-based customer experience agency Definition 6 (D6), the company said Tuesday.Â

"Tim is, quite simply, an inspired storyteller and fantastic writer, as well as a great 360-degree creative," said Crystal Hall, D6 SVP/creative director in a statement. "He pulls from a wide and varied background that is perfect for our clients. Tim is a rare talent and we are thrilled to welcome him into the D6 team."

Reilly comes to D6 from his own creative and content management consulting firm, Newest Industries, which he ran. There, he conceived and directed behind-the-scenes content and developed scripted social media campaigns for such clients as A24, FX and Netflix, among others.

Prior to launching Newest, Reilly worked as a creative director at Turner Classic Movies (TCM) for 15 years, leading a team of writers and producers creating promotions and content for a portfolio of classic film franchises across multiple platforms. He also worked with Disney's Imagineers, updating and rebranding The Great Movie Ride at Walt Disney World Resort with new video installations and scripting. He also was instrumental in positioning TCM as the

authoritative curator of classic movies by facilitating events such as "Summer Under the Stars," The TCM Classic Film Festival, and The TCM Classic Cruise. During his tenure, Reilly was recognized with Promax Awards for "31 Days of Oscar" and Fathom Events, among others.

During this time, he also partnered with The Criterion Collection to launch and promote FilmStruck, an art-housing streaming service. Reilly coordinated the rollout of FilmStruck across multiple platforms and cultivated long-form shoulder content to give context to directors and themes featured on the platform.

Reilly also worked at HBO as senior writer-producer, where he developed scripted content and produced promotional campaigns for such series and specials as *Six Feet Under*, *Sex and the City*, *Chris Rock: Never Scared*, *Inside the NFL*, and *Real Time with Bill Maher*.^Â

"On top of knowing and collaborating with some of the people at D6 going back to my HBO days, I've already witnessed how community and culture is just as important to the team here as it is to me," said Reilly, also in a statement. "You can't put a price on that. I'm eager to build on those relationships and forge new ones."