



Selected work.

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ILGM.COM · 2024–2026

Content strategy & influencer coordination

Home Grown Tour

A 6-city nationwide US tour with a custom-wrapped Airstream, connecting with the home-growing community through live events, local creators, and cultural activations at Rolling Loud (LA) and Mary Fest (NYC).



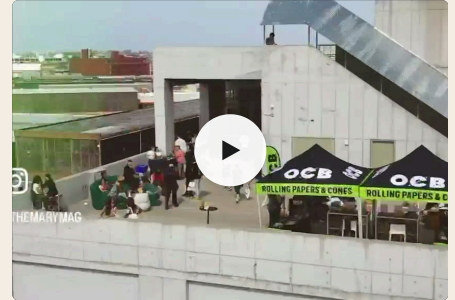
Tour recap from NYC

▶ Watch on ianforyou.com



Tour highlights reel

▶ Watch on ianforyou.com



Mary Fest NYC coverage

▶ Watch on ianforyou.com

WHAT THIS PROJECT SHOWS

The Home Grown Tour wasn't a single campaign. It was a rolling content engine across 6 cities, each with its own theme (youth culture in LA, wellness in Boulder, culinary in Chicago) and its own set of local creators.

- Each stop required separate influencer sourcing, local creator briefings, and event-specific content plans
- Content formats ranged from recap Reels and event montages to branded interviews with custom ILGM microphones
- The recap video shows the narrative arc: from single-city hype to a full national story, edited for social with subtitles and pacing that works for vertical scroll

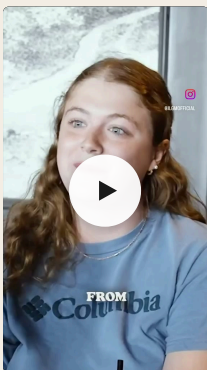
For a Talent PM at For You Agency, this is the closest analog to managing multiple creator activations in parallel, each with its own brief, while keeping the brand story coherent across all of them.

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Creator management & content direction

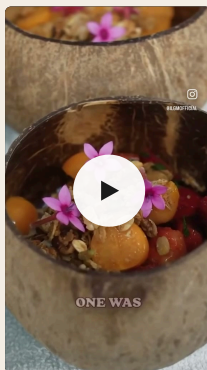
Creator program content

ILGM ran a structured creator program with monthly deliverables, content approval via Upfluence, and performance tracking through custom coupon codes. Each creator produced video, photo, and livestream content documenting their grow journey.



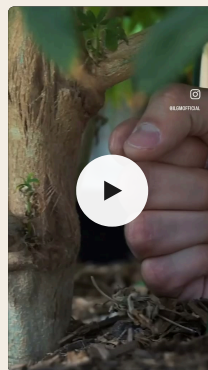
Creator testimonial

▶ Watch on ianforyou.com



Event interview with branded mic

▶ Watch on ianforyou.com



Grow journey documentation

▶ Watch on ianforyou.com

WHAT THIS PROJECT SHOWS

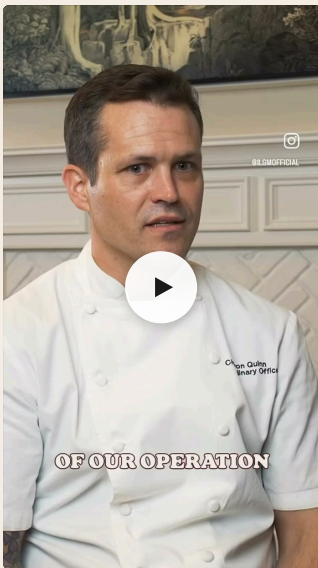
Managing creators isn't just sending briefs. It's building a content system where every creator has room to be authentic while still delivering on brand.

- Creator testimonials filmed in-context (at events, in their spaces) rather than studio, keeping the tone genuine and platform-native
- The branded ILGM microphone in event interviews does heavy brand work without breaking the conversational feel
- Grow journey content followed creators over months, building narrative continuity that drives subscriber retention, not just one-off views

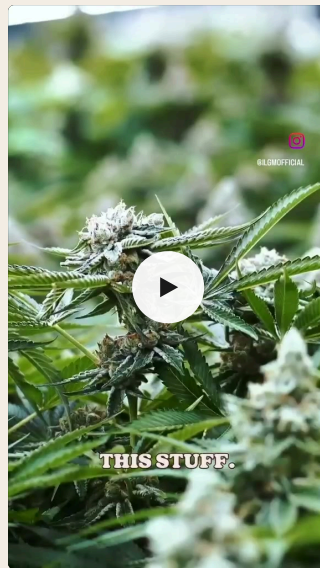
The same muscle a Talent PM uses daily: managing multiple creator relationships in parallel, ensuring quality and consistency without killing authenticity.

Brand content & visual identity

As part of the rebrand from seed bank to community platform, new content formats were developed across social channels. The visual language shifted to cinematic, warm, and accessible.



Cinematic brand content
 ▶ Watch on ianforyou.com



Product storytelling
 ▶ Watch on ianforyou.com

WHAT THIS PROJECT SHOWS

The rebrand needed content that felt different from the old ILGM without alienating the existing community. Production quality that punches above typical social content, with an editorial voice that stays warm and approachable.

- Macro photography and shallow depth-of-field position ILGM as the premium reference point
- Bold text overlays with the new brand typography carry the message even with sound off

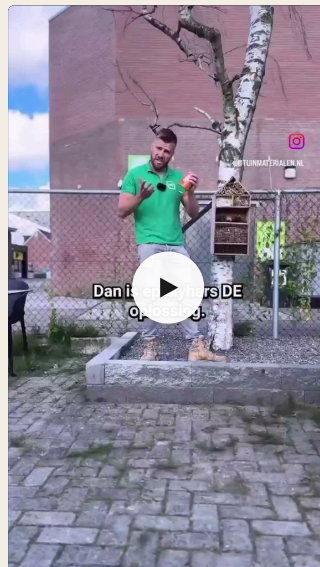
Translating a brand strategy into concrete visual formats that perform on social.

Client content: Tuinmaterialen.nl

Agency-side branded content produced for Tuinmaterialen.nl. Concept, scripting, and production coordination for social-first product demos.



Product demo: outdoor living
 ▶ Watch on ianforyou.com



Product demo: epoxy solutions
 ▶ Watch on ianforyou.com

WHAT THIS PROJECT SHOWS

Different context, same core skill: turning a product into watchable social content for a Dutch B2C audience with a direct, practical tone.

- Presenter-led vertical format with Dutch subtitles, matching platform conventions
- Each video answers one specific customer question, driving watch time and purchase intent
- Shot on location rather than studio, keeping production lean and the feel authentic

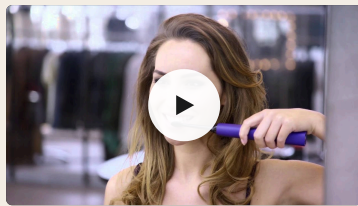
Brand commercials & product film

Two productions from the Lukkien period: a full commercial for Junami and the Philips Sonicare DiamondClean product range film. Pre-production, shoot logistics, and production coordination for premium brands.



Junami — brand commercial · Facebook

▶ [Watch on ianforyou.com](#)



Philips Sonicare DiamondClean — product film · YouTube

▶ [Watch on ianforyou.com](#)

WHAT THIS PROJECT SHOWS

Production at a different scale from social: premium brands with strict quality standards, polished visual language, and zero margin for error. The work where pre-production planning, logistics, and on-set coordination make the difference between a smooth shoot and a costly reshoot. Directly relevant to the long-form production work that For You's Studios arm does for their talent.

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