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Creative Director

**Accomplished Creative Director with a proven track record of creating sports and entertainment content for world-renowned organizations.**

Innovative and performance-driven creative executive with 15+ years of experience in directing sports and entertainment content within film and television industry. Expertise in video production, ad copywriting, script writing, and editing. Adept in writing, directing, and producing promotional content for global partners. Diligent professional with demonstrable success in mentoring and building high-performance teams to attain organizational targets within stipulated deadlines. Exceptional collaborator with ability to perform with multidisciplinary teams and individuals and forge enduring relationships with employees, clients, and key stakeholders.

Career Experience

ONE Championship, Singapore 2022 – Present

Creative Director – Global Production

Administer overall post-production aspects for ONE Championship globally. Supervise global team of graphic artists, editors, producers, and audio engineers remotely and on-site across Asia and North America. Outline, revise, and create content for broadcast, direct to television and social media distribution, from initiation to completion. Develop and inspect promotional content in-broadcast and for multiple global partners. Direct and shoot content during live global broadcasts.

* Delivered complete overhaul of broadcast post-production processes with a team of several producers
* Played key role in launching ONE Championship on Amazon Prime Video in North America.
* Controlled all post-production aspects for global broadcast of ONE Championship across 150 countries.
* Outlined, edited and produced ONE Championship’s highest priority broadcast content, including show opens, graphic elements, broadcast music and main event fight video packages

World Wrestling Entertainment, Stamford, Connecticut 2007 – 2022

Managing Producer: Creative Media/On-Air Promotions (2019 – 2022)

Trained and supervised creative and production teams and relevant individual projects from initiation to completion. Controlled workflow of several individual content initiatives across multiple social media platforms impacting bottom line of viewership. Oversaw schedule and workflow of multiple projects to meet deadlines for broadcast and social media distribution and live event planning. Cooperated and scheduled all live feed broadcasts to road crews at weekly arena shows. Led promotional production of weekly events and on-site commercial shoots to attain company and departmental goals. Directed team of producers and encouraged creativity among team members.

* Outlined, edited, and produced WWE’s highest-profile opening video packages for pay-per-view events viewed by millions globally.
* Contributed to several key projects such as video packages for Premium Live Event broadcasts including WrestleMania, SummerSlam, Royal Rumble, Survivor Series, WWE Home Video Releases, and WWE Live Events: Domestic and International.
* Achieved success in live television environment by creating and executing content and in-show packages with focus on television, digital, and social media distribution while adhering to time constraints.
* Spearheaded overall production and promotional aspects of episodic promotions including Friday Night Smackdown on FOX and Monday Night Raw on USA Network.
* Produced major WWE pay-per-view events and documentary series trailers for WWE on Peacock, Hulu, and Netflix.
* Outperformed in creative storytelling, script writing, video editing, on-set direction, and production management.
* Created stylized footage by directing behind-the-scenes film and ENG crews at WWE’s biggest event of the year ‘WrestleMania’.

Additional Experience

Senior Producer: Creative Media/On-Air Promotions, World Wrestling Entertainment, Stamford, Connecticut

Senior Associate Producer: Creative Media/On-Air Promotions, World Wrestling Entertainment, Stamford, Connecticut

Associate Producer: On-Air Promotions, World Wrestling Entertainment, Stamford, Connecticut

Production Assistant: On-Air Promotions, World Wrestling Entertainment, Stamford, Connecticut

Education

Bachelor of Science – TV-Video Production

State University of New York at Plattsburgh, Plattsburgh, NY, May 2007

Technical Proficiencies

Adobe Premiere | Adobe Photoshop | Adobe After Effects | AVID Media Composer | Aurora Edit | Microsoft Office Suite