

# RICHIE VERNILLO

CREATIVE CONTENT PRODUCER

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## PRODUCER

JUNE 2022 - PRESENT

-Pitch promo ideas, produce visually eye-catching promos for NHL and execute marketing initiatives from the ground up.

-Produce and Pitch Rebrand Decks & Promos for NHL Original Content as well as executing entire rebrands, promos and sizzles from conception to completion, with the goal of enhancing overall visual production value of NHL Content.

-Enhanced the production look and feel of social and digital media content.

-Direct and Produce Voice Over Sessions.

-Created easy to use "control board studio" templates from scratch for editors, and internal production teams to quickly generate broadcast quality content for production programming.



## MOTION GRAPHICS ART DIRECTOR

NOVEMBER 2021 - JUNE 2022

- Working in FOX's Visual Innovation Studio, I Create and Produce Unique Content from IG Stories to InFeed and everything in between for Art Direction for Various Network Shows for Fox Entertainment.

- Working alongside the Creative Directors I Pitch and Design Storyboards for all kinds of Content, creating from storyboard or previous storyboard to final completion.

- Revise and Enhance previous season show content from all corners of social media and interactive space, and special 3rd party digital content.

- Create unique, fun presentations for internal meetings.



## SR. EDITOR

APRIL 2021 - NOVEMBER 2021

- Directed and Produced a live-action commercial shoot with practical special effects on location and directing and, casting talent.

- Edited various projects for different types of high profile, confidential media.

- Created unique branded motion graphics projects.

- Mentored interns, teaching various concepts from motion graphics to animations, as well as editing. Using Adobe Creative Suite.



## ART DIRECTOR UFC ORIGINALS

SEPTEMBER 2019 - MAY 2021

- Produced and Pitched Rebrand Decks for UFC Original Content as well as executing entire show rebrands, original content from conception to completion, and implementation of Rebrands with the goal of enhancing overall production value for internal and external production teams.

- Enhanced the production look and feel of social and digital media content.

- Created easy to use "control board studio" templates from scratch for editors, external (vendors) and internal production teams to quickly generate broadcast quality content for production programming.

- Pitched promo ideas, conceptualized scenic design for show rebrands and executed visual marketing initiatives from the ground up.



## VISUAL EFFECTS PRODUCER

SEPTEMBER 2018 - SEPTEMBER 2019

- Created interactive and immersive content for live events and various video content for display in New York's Times Square.

- Directed talent for video content in-studio and on location.

- In-charge of post-production workflow for visual arts department

- Conceptualized & produced stylized brand packages for live events.



## SOCIAL MEDIA CONTENT PRODUCER

DECEMBER 2018 - AUGUST 2019

- Enhanced overall production value from pretaped/edited episodes with Executive Producers.

- Created extensive content plan and establish social media presence.

- Established "Porters" as a Comedy Digital Series Brand for Modern Audiences and potential networks

- Produce digital video content and interactive show website.



## VIDEO CONTENT EDITOR

JUNE 2017 - SEPTEMBER 2018

-Produced video content through collaboration on current brand identity revival for commercial and social for all Feld brands (Monster Jam, Marvel Universe LIVE!, Disney On Ice, Monster Energy Supercross, Sesame Street LIVE! and Trolls the Experience.)

-Designed and animated custom snipes, areaboard looping backgrounds for use in all venues.

-Trained a team of 5-10 editors and artists on relevant software.



## MOTION GRAPHICS ARTIST - EDITOR - VIDEOGRAPHER

JUNE 2014 - MAY 2017

- Responsible for producing special projects and logo designs for show segments.

- Making distinguished show opens, coordinating with production staff, graphics team and creative director on exclusive segments.

- Responsible for producing & filming cinematic and time-lapse photography/video for all regions.

- Produced and edited promos/commercials for all Altice brands as well as being apart of the creative process of reviving brand identities