

# RICHIE VERNILLO

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## PRODUCER/EDITOR JUNE 2022 – PRESENT

-Pitched and executed innovative, visually compelling content for NHL marketing initiatives, from concept to final delivery across digital, social, and broadcast platforms

-Developed and produced original promos, sizzle reels, and creative decks to elevate the visual production quality and storytelling impact of NHL content

-Designed and implemented reusable motion graphics and editing templates from scratch, enabling editors to maintain cohesive brand visuals across all forms of media

-Collaborated cross-functionally with creative teams, editors, and stakeholders to ensure alignment on visual direction and campaign goals



## ART DIRECTOR & MOTION GRAPHICS DESIGNER SEP 2019 – MAY 2021

-Produced and pitched AWARD WINNING rebrand decks for UFC Original Content from concept through execution including rollout and training across internal and external production teams to elevate the overall visual aesthetic

-Enhanced the production quality and creative direction of social and digital media content; pitched and executed original, ground-up promos with a distinct creative vision

-Designed and implemented user-friendly "Control Board Studio" templates from scratch, enabling production teams to rapidly generate broadcast quality content with consistency and efficiency



## VIDEO CONTENT EDITOR JUN 2017 – SEPT 2018

-Produced and edited high-impact video content for commercial campaigns, paid social media, and branded digital experiences across all Feld Entertainment properties, including Monster Jam, Marvel Universe LIVE!, Disney On Ice, Sesame Street LIVE!, and Trolls The Experience

-Developed platform-optimized content for paid social campaigns (Facebook, Instagram, YouTube), aligning with performance marketing goals and evolving brand strategy

-Trained & supervised a team of 5–10 editors, implementing best practices for post-production workflows using industry-standard software



## MOTION GRAPHICS ART DIRECTOR NOV 2021 – JUN 2022

-Produce visually engaging content for social media, interactive platforms, and broadcast across various FOX network shows, contributing to both digital and linear campaigns

-Collaborate with creative directors to pitch and develop innovative concepts—taking ideas from initial storyboard to final execution across multiple media formats

-Drive the creative enhancement of seasonal show content, ensuring brand consistency and maximizing impact across all digital and social channels

-Develop special digital experiences and 3rd-party interactive content that extend FOX's storytelling into new platforms and audience spaces



## VISUAL EFFECTS PRODUCER SEPT 2018 – SEPT 2019

-Produced interactive and immersive VFX-driven content for live events and large-scale video displays, digital billboards in New York's Times Square.

-Directed on-camera talent in both studio and on-location shoots, ensuring seamless integration with visual effects workflows.

-Managed the end-to-end post-production pipeline for the Visual Arts department, including editorial, VFX, motion graphics, and final delivery

-Led the conceptualization and production of stylized brand packages, incorporating high-end visual effects to elevate event and campaign experiences



## MOTION GRAPHICS ARTIST – EDITOR – VIDEOGRAPHER JUN 2014 – MAY 2017

-Produced show opens, special segment packages, and custom logo designs in collaboration with production teams and creative leadership

-Shot and edited cinematic footage and time-lapse videos across regions, delivering high-quality visuals for broadcast and digital use

-Created promos and commercials for Altice brands, contributing to the creative direction and revitalization of brand identities

## AWARD WINNING CONTENT



OVER 30+ INTERNATIONAL AWARDS & RECOGNITION  
RECEIVED FOR WORLD RENOWNED BRANDS.