

I help push the most important parts of organizations to the surface: the passion and ideals that help drive their success. I am constantly creating, always learning, and passionate about inspirational content.

While I specialize in planning and implementing national media campaigns, producing exceptional digital media, and working with high profile talent, my real-world experience and practicality runs incredibly deep.

I'm your 'Big Picture' and strategy guy with management skills to put up against any challenge.

## EDUCATION

### 2002 BFA - MEDIA PRODUCTIONS

1997 American College of Art/AIU - Buckhead  
Atlanta, Ga.

Staff: AIU Leadership Council

Staff: AIU Review student newspaper

Award: Third place - ITVA Video Festival (2002)

Award: Second place - ITVA Video Festival (2001)

Award: Second place - "Reflections" fine art competition

## WORK EXPERIENCE

### PRES INDEPENDENT

2019 Producer | Consultant | Content | Voice  
Washington, D.C.

#### SUCCESS STORIES

- Co-creator of first ever 'Virtual' edition of the world renowned "Lucille Ball Comedy Festival" for client The National Comedy Center, featuring interviews and specials from actors, comedians, and luminaries including Lin Manuel Miranda, Keenan Thompson, Norman Lear, Margaret Cho, and Jimmy Fallon
- Creator of the critically acclaimed surf & country show 'Longboards N' Longhorns', featured on Tom Hanks' exclusive Tunein channel "Boss Radio 66"
- Primary production voice for #1 rated bluegrass service "Banjo Radio" & Willie Nelson's exclusive SiriusXM channel "Willie's Roadhouse"
- Co-creator, producer, director, & editor for critically acclaimed 'Our American Dreams' media campaign for client The Human Rights Campaign, leading to a 25% increase in Youtube channel growth

### 2009 SIRIUSXM

2019 Director - Multimedia | Voice Talent  
Washington, D.C. • New York, NY • Nashville, TN

#### SUCCESS STORIES

- Creator of multimedia division, including corporate video strategy and framework
- Created and executed largest ad campaign in company history, working directly with iconic American brands and celebrities including Michael Jordan, the NBA, and the estates of Elvis Presley and Richard Pryor
- Co-founder SXM youtube channel: 2 million subs + 1.5 billion views
- Led production teams on coverage of hundreds of high profile live events including 10 years of complete NFL Super Bowl and MLB All-Star & World Series media coverage, national convention and trade shows, music festivals, 10+ exclusive one-of-a-kind events at the historic Apollo Theatre, and the re-opening of legendary "Studio 54"

- Create highly impactful and relatable content for organizations of all shapes and sizes. Leverage my vast experience and understanding of audience segmentation to put the right pieces in front of the right eyes to get the right results.

- Marketing, Brand, and Creative support for businesses and artists alike, including advertising and social campaign planning and execution.

- National broadcast radio and television voice talent. Featured in commercial, imaging, narration, and hosted roles.

- Developmental work across all media, including conception, production, and launch of original podcasts and scripted audio dramas. Consultation and production work in supporting the launch of independently produced docu-series, digital features, radio formats, and live events

- Create passion and awareness by communicating organizational story to both internal and external audiences through execution of high level media plans and campaigns.

- Partner with high-profile external content partners including the biggest names in sports, music, and entertainment. Work in concert with marketing teams in the global auto, retail, personal electronic, and tech industries.

- Oversee internal and external production teams creating a wide range of Audio and Video content from concept to completion including: direct to consumer marketing, industrial, social, advertising, long-form, and live event. Mentor, train, and motivate teams to maximize quality and productivity.

- Responsible for developing and maintaining large scale and complex post workflow and file archive systems. Work in conjunction with CMS team to develop best practices for content management on a global scale, touching and servicing all creative divisions of the company.

- Launched exclusive digital video platform "Polaris", featuring hundreds of hours of exclusive on-demand content and live video
- Creator of physical brand, advertising, and programming video library featuring tens of thousands of unique pieces of media from both Sirius and XM as well as the combined company
- As one of the longest tenured marketing and brand employees, called upon by C-suite to regularly relate, educate, and frame the brand identity to VIPs, outside agencies, partners, and newly hired executives.

## 2006 XM SATELLITE RADIO

### 2009 Executive Producer - Advertising & Creative Washington, D.C.

#### SUCCESS STORIES

- Executive producer of many commercially available DVDs and broadcast specials from artists like Ben Harper, George Carlin, and REO Speedwagon
- Creator of hundreds of exclusive in-studio performances airing on broadcast networks like MTV, VH1, BET, CBS, and NBC
- Part of creative and marketing team that supported the efforts of Sports programming to secure the rights to and promote MLB on XM, the largest content partnership in company history.
- Annually conceived, staged and captured events originating from our booth at the Consumer Electronics Show, one of the largest and most active on the convention floor. Responsible for conception and development of all visual and branding elements in booth.

## 2002 INDEPENDENT

### 2006 Producer | Consultant | Shooter & Editor New York, NY • Los Angeles, CA • Washington, D.C.

#### SUCCESS STORIES

- Clients included Real Networks, Activision, Gateway Computers, MTV Networks, and XM Satellite Radio among others
- Developed creative for many large national campaigns
- Helped establish production direction and workflow for large internal creative teams

- Archivist and curator of combined company history. Responsible for documents and samples from Advertising, Marketing, and Creative divisions as well as entire live performance and event video catalogue.

- Primary imaging voice of channels in Rock and Country genres, including exclusive artist channels Zac Brown Band, Dwight Yoakam, and Willie Nelson.

- Executive producer for internal ad and creative agency, working on national broadcast TV, radio, and marketing campaigns.

- Promote celebrity partnerships with personalities across the worlds of Pro Sports, Comedy, Music, News, and Talk. Interface directly with these personalities and act as face for Creative.

- Liaison to external agencies serving our creative, OEM, retail, and sports marketing divisions.

- Primary copy and creative writer.

- Responsible for all visual operations in our studio including staffing, staging, lighting, recording, and archiving. Technical Director and robotic camera operator on all live studio shows.

- Writer/Producer for XM's signature show "The Artist Confidential" featuring one-on-one interviews and performances by legendary artists including Willie Nelson, Robert Plant, and Paul McCartney.

- Consultant for various companies, lending support to internal creative and marketing teams.

- Helped develop best practices to maintain efficient and effective workflow.

- Acted as intermediary between company and agencies, helping organizations better maximize their ad dollars.

- Helped communicate brand stories to consumers through all forms of media.

- Writer/Producer/Director of several small independent films.

- Early specialist in the area of DVD authoring and digital video encoding. Architect and author of several commercially sold DVDs

## SPECIALIZED SKILLS

- Operation and maintenance of all forms of digital video and still cameras. Skilled still photographer
- Professional level skill in linear and non-linear video and audio editing, including designing and compositing in Adobe Creative suite
- Extensive field experience, including directing, DP, electrical, sound, and coordinating
- Extensive studio experience, including floor & technical directing, prompter, lighting, graphics, sound, and camera operation
- Advanced knowledge of file systems and archiving
- Extensive social awareness with ability to adapt and model new content within current trends. Ability to gather and adapt to analytic data
- Highly polished writer, communicator, and public speaker. Exceptional organizational skills. Experienced emcee and host
- Advanced knowledge of both Apple and PC hardware. Highly skilled in wiring, cabling, electrical systems, and the building and maintaining of all forms of A/V and presentation equipment

## SELECTED SAMPLES

"Welcome to the National Comedy Center"  
2021 Telly Award Winner

"Our American Dreams"

"The Beatles Channel: In My Life"

"Weezer: Island in the Sun"

"Carolines"

"ICONS"

"2020 Lucille Ball Virtual Comedy Festival"

"Oprah & Friends"  
Campaign Sample

"Johnny Carson: The Immersive Experience"  
Campaign Sample

"MLB on XM"  
Campaign Sample

## REFERENCES

AVAILABLE UPON REQUEST

## SAMPLES

RICKSBIGPICTURE.COM

## CONTACT

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