

**CONTENT CREATOR
MARKETER
VOICE TALENT**

First one in. Last one out. Keeper of the creative faith.

RICK HAMILTON

RICKSBIGPICTURE.COM

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" fineart competition

WORK EXPERIENCE

PRES INDEPENDENT

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

- 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.

SUCCESS STORIES

- Co-Creator of first ever 'Virtual' edition of the world renowned "Lucille Ball Comedy Festival", featuring interviews and specials from Actors, Comedians, and Luminaries including Lin Manuel Miranda, Keenan Thompson, Norman Lear, Margaret Cho, and Jimmy Fallon
- On behalf of client "The National Comedy Center", helped tell their organizational story to secure assets from the estates of legendary comedians Carl Reiner, Jerry Stiller, and Johnny Carson
- Featured host and narrator on launch of national podcast platform "Spkr"
- Published photographer in national periodicals, including Pro Wrestling Illustrated

- 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

2009 SIRIUSXM

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

- 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.

SUCCESS STORIES

- Creator of multimedia division, including corporate video strategy and framework
- Created and executed largest ad campaign in company history
- Co-founder SXM youtube channel: 1,000,000 subs + 700,000,000 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 media coverage, Live events in venues of all shapes and sizes including: 10+ exclusive one-of-a-kind events at the historic Apollo Theatre and the re-opening of Legendary "Studio 54"

- 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 Jim Gaffigan.
- Creator of hundreds of exclusive in-studio performances airing on broadcast networks like MTV, VH1, BET, CBS, and NBC
- Responsible for production and distribution of one of the first successful video podcast lines from a major broadcast entity. Our podcast lineup cracked six million downloads on Apple iTunes it's first year in existence.
- 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 video and motion 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

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, work flows, 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
- 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

- 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. Primary copy writer.

- 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.

- Executive producer of video podcast division, overseeing production and distribution of 10 unique video podcasts, featuring original XM shows and content from partners like Oprah Winfrey and Major League Baseball

- 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

SELECT SAMPLES

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

"The Beatles Channel: In My Life"

"Weezer: Island in the Sun"

"Artist Confidential: Paul McCartney"

"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

ADDITIONAL SAMPLES

RICKSBIGPICTURE.COM

CONTACT

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