

# Nick Merola

## Creative Director

### Contact

631.334.3658  
namerola@gmail.com  
imNickMerola.com

### Education

Drexel University  
Bachelor of Science  
Film & Video Production

### Software

Adobe Premiere  
Adobe After Effects  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
DaVinci Resolve

### Equipment

RED Digital Cinema  
Arri Alexa  
Phantom High Speed

### Honors

Webby Award Honoree  
NFFTY Film Festival  
“Edge Of Your Seat” Award  
Macabre Film Festival  
Official Selection

### Profile

*Creative Director with 6+ years of executive experience directing and managing branded content. Proactive and detail-oriented with a proven track record of facilitating explosive sales and revenue growth through new and exciting targeted media. Results-driven, team-centric, skilled at developing innovative, original and exciting content.*

### Experience

#### **Creative Director, G Fuel / 2014 - Present**

- Responsible for the creation of all visual content and media campaigns pertaining to G Fuel Energy marketing efforts that facilitated revenue growth from \$35k / month to more than \$7M / month.
- Conceptualized, directed and edited video and photoshoots for Television, YouTube, and Social media platforms, featuring many of the world’s largest online influencers and esports personalities and brands - including Pewdiepie, Dr. Disrespect, Logic, SEGA, Capcom, FaZe Clan and KSI.
- Media buying, budgeting and management.
- Managed graphic artists, 2D and 3D animators and photographers to ensure cohesive and effective branding / quality.
- Hired and managed additional media teams for supplemental content on shoots worldwide.
- Worked with marketing teams to develop effective strategies.
- Developed quality content for social media, which resulted in successfully acquiring more than 1.5M Twitter followers and 3M on Instagram.

### References

Michael O’ Marra  
Art Director - G Fuel  
631-697-1285 / Mickey@GFuel.com

Mark Christopher  
Writer / Director - Wildword Productions  
917-922-4247 / Markchristopher123@gmail.com