

Nick Merola

Creative Director

Contact

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imNickMerola.com

Education

Drexel University
Bachelor of Science
Film & Video Production
2014

Software

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

Equipment

RED Digital Cinema
Arri Alexa
Phantom High Speed
Canon DSLR

Honors

2020 Webby Award Honoree

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.
- Conceptualize, direct and edit 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.
- Managing graphic artists, 2D and 3D animators and photographers to ensure cohesive and effective branding / quality.
- Hiring and managing additional media teams for supplemental content on shoots worldwide.
- Working with marketing teams to develop effective strategies.
- Developed quality content for social media, resulting in successfully acquiring more than 1.5M Twitter followers and 3M on Instagram.

References

Marc Baill
Supervising Producer - BBH NYC
770-365-1878 / Marc.baill@bbh-usa.com

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