



Nick Merola

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Profile

Content creator with 5+ 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 and effective advertising campaigns.

Experience

CHIEF CREATIVE OFFICER, G FUEL; WEST BABYLON, NY – 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 \$4M.
- Conceptualized, directed and edited commercials for Television, YouTube and Social media platforms as well as photo shoots featuring several of the largest online influencers in the world.
- Media buying, budgeting and management.
- Managing graphic artists, 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 1.4M Twitter followers and 1M on Instagram.

DIRECTOR'S ASSISTANT CO-OP, DREAM MACHINE CREATIVE; NEW YORK, NY – SUMMER 2013

- Shadowed Director's on a variety of productions, ranging from music videos, television commercials and independent films.
- Studio Management, planning and organization.

Education

Drexel University, Philadelphia, PA – Bachelor of Science - Film & Video Production, 2014

Skills

- Software: Adobe Creative Cloud (Premiere, After Effects, Photoshop, Illustrator), DaVinci Resolve
- Equipment: RED Digital Cinema Cameras, Arri Alexa, Phantom Cameras, Canon 5D Mk IV, Steadicam, DJI Inspire

References

Michael O' Marra | Project Manager - G Fuel
631-697-1285 | Mickey@GFuel.com

Marc Baill | Producer - Grease NYC
770-365-1878 | Marc@Grease.nyc