

# RANDALL REGO

## CREATIVE CONSULTANT

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RUBYDELUXE.COM

### PROFILE

Movie lover, graphic designer, and editor with over 10 years of experience in content production, storytelling, and analytics. Adept at developing content strategies that drive engagement and awareness. Proven ability to manage diverse projects, collaborate with teams, and thrive in fast-paced environments.

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### SKILLS

**Creative:** Writing and Editorial, Video and Audio Editing, Video Animation and Motion Graphic Design, Design and Layout

**Management:** Project Management, Content Programming, Social Media, Partnership Relationship Management, Staff Management and Scheduling

**Technical:** Analytics, Content Management Systems, Web Development (HTML, CSS, JavaScript)

**Software:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Audition, After Effects, Premiere), Final Cut Pro, Office (Excel, Word, PowerPoint), Google Apps (Docs, Sheets, Slides, Drive)

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### EXPERIENCE

#### **Creative Consultant, Various Companies, May 2018 - Present**

Combining my experience as a content creator and analytics expert, I help businesses find their voice and develop strategies for getting that voice heard. I provide in-depth analysis of content performance into detailed results and actionable next steps. In addition, I create tools and materials such as marketing campaigns and creative copy, as well as media plans, training, and documentation.

#### **Senior Video Analyst, Verizon, August 2015 - May 2018**

As a Senior Video Analyst, I provided data reporting, analysis, and documentation on trends and insights for Verizon's video business, and developed and held company-wide training sessions on video best practices and reporting. I compiled performance metrics on native video properties and external video sites such as YouTube and Facebook for a diverse audience including video producers, writers and editors, business development, and company executives.

### **Network Video Producer, Yahoo, March 2014 - August 2015**

I curated video content for Yahoo's TV, Movies, and Celebrity properties. In this position I built, managed, and socially amplified live online entertainment events for millions of viewers, as well as developed editorial partnerships and pitched content to increase off-site referral traffic. Also, I acted as an editorial liaison for noteworthy high-profile entertainment events including: The Emmys, The Grammys, and The Academy Awards, and selected and launched content partnerships such as: TMZ, E!, and ABC News.

### **Managing Content Producer, Yahoo, October 2011 - March 2014**

My team and I launched Yahoo's video destination site, Yahoo Screen. Once established I maintained an editorial style, voice, curatorial direction, and content calendar for the site, while closely managing a team of editors and producers. We selected entertainment, news, sports, music, and other videos for an audience of over 30 million unique users per month on our website, apps, and social channels. Additionally, I directed content programs and initiatives, sponsored takeovers, and micro-sites, and managed relationships with content partners including The National Football League, Major League Baseball, Saturday Night Live, MTV, and VEVO.

### **Lead Content Producer, Yahoo, August 2006 - October 2011**

As Lead Content Producer, I packaged video content for the Yahoo Video website. This included selecting content, writing copy, and creating graphics for Yahoo's audience. Also, I screened content pitches from dozens of content partners while maintaining a 24/7 editorial schedule for a six-person team, and analyzed site traffic and usage data to inform direction and provide regular reports.

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## **EDUCATION**

Bachelor of Arts, Motion Graphic Design, SAE Expression College  
Bachelor of Science, Computer Science, Oregon State University