

CREATIVE OPERATOR

SHANE Vernon

Creative direction across **brand** content,
digital media, & live production.



Miami.

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01 PROFILE

CREATOR & OPERATOR

Creative director and operator with fifteen years telling stories across the mediums that shape culture — media, brands, venues, festivals, social. The format changes; the discipline underneath doesn't. Most creatives can't run the business behind the story. Most operators can't tell one. I've spent my career in both.

The range is what gives the work its point of view.

02 EXPERIENCE

2011 — PRESENT

01 Restless Media

Creative Strategist · Content Production & Integrated Media

2021 — Present

MIAMI, FL

- Lead the development and execution of integrated media across fast-moving live environments — end-to-end content production for the biggest festivals and concerts in the country, concept through delivery.
- Produce branded photo and video for sponsors inside major festival and concert settings, aligning creative execution with client objectives and broader brand goals.
- Develop concepts native to each event environment and coordinate production workflows from pre-production through post.
- Support multicam performance capture, shooter coordination, and editing pipelines — building content that earns its place in the feed rather than interrupting it.

BRANDS

GoPuff · Snapchat · Adobe · Coinbase · Verizon · Sprite · Dunkin · Bacardi · Casamigos · White Claw · Red Bull · Liquid Death · Ghost Energy · Electrolit · Beatbox · Taki's

FESTIVALS

EDC Las Vegas · EDC Orlando · Insomniac · Live Nation · Rolling Loud · iiiPoints · Okeechobee · Factory Town · The Royal Military Tattoo · Vans Warped Tour

ARTISTS

Fisher · Sara Landry · Eli Brown · Sofi Tukker · Deorro · Slander

02 Black Market Miami

Co-Founder & Operator · Sports Bar & Event Venue

2017 – 2020

DOWNTOWN MIAMI

- Co-founded and operated a **10,000-square-foot** sports bar and event venue in the heart of Downtown Miami — named **Best New Bar** by the Miami New Times People's Choice Awards in its first year.
- Directed daily operations in a high-volume hospitality environment; recruited, trained, and managed a team of **40+**.
- Built internal systems and processes that improved team productivity and the guest experience.
- Led branding, marketing, and promotions across digital channels, and produced special events with **Major League Baseball, the Miami Dolphins, the Miami Heat, FC Miami, and The United Way.**

03 Red Rabbit Presents

Founder & Creative Director · Events, Marketing & Content

2011 – 2020

MIAMI, FL

- Launched and led a marketing and entertainment brand built around culture-driven experiences — defined by atmosphere, momentum, and a strong point of view.
- Produced concerts, nightlife programming, and luxury hotel activations for leading hospitality and entertainment partners, including the Miami Music Week Pool Party Series at The Shelborne.
- Managed concept development, promotion, logistics, staffing, budgeting, and on-site execution across every event.
- Created digital campaigns and content strategies that built awareness and extended each brand's visibility. Eight consecutive sold-out New Year's Eve events.

HOSPITALITY **SBE Group · The Edition · Shelborne · Surfcomber · Kimpton · Delano · Space Miami · E11EVEN**

LABELS **Mad Decent · Sweat It Out! · Sexy By Nature · Revolt TV**

04 CAPABILITIES

THE WORK

A CREATIVE & BRAND

Creative direction
Brand strategy
Identity & design
Storytelling
Content creation

B PRODUCTION & LIVE

Photo & video production
Live event production
Multicam coverage
Post-production
On-site direction

C STRATEGY & PARTNERSHIP

Integrated media
Sponsorship integration
New business development
Client partnership
Campaign strategy

TOOLKIT

Adobe Creative Suite · Premiere Pro · Photoshop · Claude · Generative AI · Canva · Google Suite

POINT OF VIEW

The story is the *through line.*

Whether the need is to shape a brand narrative, build a content ecosystem, or bring structure and momentum to a growing platform — I bring a multidisciplinary background built for modern, cross-functional roles.

Shane
Vernon