

SHANE VERNON

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Creative Operator | Creative Direction, Integrated Media, Sponsorship Activation, Experiential Marketing

SUMMARY

Creative and production lead with 15 years across branded content, live events and hospitality. Leads integrated media at Restless Media for 10 to 20+ sponsor brands at a time, including Red Bull, Adobe, Snapchat and GoPuff. Founded Red Rabbit Presents, producing 500+ events over nine years, and co-founded Black Market Miami, named Best New Bar in its first year. Builds the crews, workflows and AI-assisted systems that keep high-volume production on schedule, from brief to delivery.

EXPERIENCE

Restless Media | Miami, FL

Sponsorship Media Lead (Contract)

Mar 2026 – Present

Creative Strategist / Head of Integrated Media

Jan 2021 – Mar 2026

Branded content and live production for festivals and concerts across the U.S. and Mexico.

- Lead integrated media for 10 to 15 festivals and major events a year with 10 to 20+ sponsor brands active at a time, including Red Bull, Adobe, Snapchat and GoPuff. Work directly with each brand lead on site to plan coverage around their media objectives.
- Built the sponsorship content workflow the team runs on, from brief and shot list to on-site capture, edit, client approval and delivery. Every sponsor receives its deliverables by the end of each event.
- Direct field crews of 10 to 15 photographers, videographers, field producers and social editors per event. Typical output: 500 to 1,000+ photos, 10+ video edits delivered on site and content for 10 to 20 festival social posts live within 72 hours.
- Produced the EDC x Adobe Art Car Design Challenge as Producer and Creative Lead, a six-episode branded series following a designer's Creative Cloud submission from brief to a wrapped art car at EDC Las Vegas.
- Delivered multicam coverage and full YouTube set films for Fisher, Sara Landry, Eli Brown, Slander, Sofi Tucker and Deorro. Fisher at the Cow Palace has 2.5M views.
- Wrote and designed platform pitch decks for Apple Music, YouTube, TikTok, Rumble and Google Gemini, plus sponsor decks for brands and prospective partners, built in Claude, ChatGPT and Canva.

Repeat sponsors: Ghost Energy, Beatbox, Bacardi, Electrolit, White Claw, Four Loko

Additional brands: Coinbase, Valentino, Liquid Death, Casamigos, Happy Dad, Allegiant, Hiyo, Geek Bar

Festivals and promoters: Insomniac, Live Nation, EDC Las Vegas, EDC Orlando, EDC Mexico, HARD Summer, Nocturnal Wonderland, Day Trip, Vans Warped Tour, Rolling Loud, Ill Points, Okeechobee, Countdown NYE, Boiler Room

Black Market Miami | Miami, FL

Co-Founder and Operator

Apr 2017 – Mar 2020

A 10,000 sq ft sports bar and event venue in Downtown Miami.

- Named Best New Bar, Miami New Times People's Choice Awards (2017), in the venue's first year.
- Hired, trained and led a team of 40+ in a high-turnover market. Built the policies and systems that ran daily operations.
- Owned brand and marketing: identity, web, social and in-venue promotion.
- Programmed the event calendar. Secured, negotiated and produced activations with Major League Baseball, the Miami Dolphins, the Miami Heat, FC Miami and United Way.

Red Rabbit Presents | Miami, FL

Founder and Chief Creative

Jan 2011 – Jan 2020

An events and marketing company producing concerts, nightlife programming, luxury hotel activations and brand installations.

- Produced 500+ events over nine years for audiences of 200 to 3,000, with budgets from \$5K to \$150K+.
- Sold out eight consecutive New Year's Eve events with The Shelborne, The Surfcomber and The Delano.
- Owned the full lifecycle: concept, talent booking, staging, staffing, budget, promotion, on-site execution and breakdown.
- Partnered with SBE Group, The Edition, Kimpton Hotel Group, Menin Hospitality, Space Miami, E11EVEN Miami, Opium Group, Pop Life and The Nautilus on concerts, pool programming and hotel activations.
- Staged the Miami Music Week pool party series at The Shelborne and the World Cup Pop-Up Arena at The Surfcomber.
- Led the digital marketing and content that sold each event, with label and media collaborations including Mad Decent, Sweat It Out!, Sexy By Nature and Revolt TV.

SKILLS

Creative and Brand: Creative direction, brand strategy, art direction, creative concepting, storytelling, copywriting, brand voice, pitch and sponsor decks

Content and Media: Branded content, integrated media, social media content, episodic series, YouTube long-form, content production workflows

Experiential and Live: Experiential marketing, event production, festival and concert production, hotel and venue activations, talent and artist relations, event marketing and promotion

Partnerships: Sponsorship activation, brand partnerships, client relationship management, partner deliverables, event budgeting

Production: Photo and video production, multicam capture, field production, post-production, production management, interview lighting and audio, media asset management

Leadership and Operations: Team leadership (managers and crews), hiring and training, workflow and systems design, hospitality operations

AI: Claude, Claude Code, ChatGPT, Runway, Kling, AI-assisted production and pitch workflows, custom desktop app builds, website design and build (shanepro.online)

Tools: Adobe Creative Cloud, Adobe Premiere Pro, Canva, Asana, Hotbudget, Showbiz, Movie Magic, Sony cinema cameras

EDUCATION

University of Miami | B.A., Communications