

SHANE VERNON

Creative Operator

CREATIVE DIRECTION
INTEGRATED MEDIA
LIVE PRODUCTION
BRAND STRATEGY

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Fifteen years building brands, producing live moments, and running the teams behind them. I lead integrated media at Restless Media, turning festival sponsorships into content for brands like Red Bull, Adobe, Snapchat, GoPuff and many more. Before that I founded Red Rabbit Presents and co-founded Black Market Miami. *Most creatives can't run the business. Most operators can't tell the story. I do both.*

2.5M

YOUTUBE VIEWS
FISHER LIVE @ COW PALACE

10-20+

BRAND CLIENTS ACTIVE
AT A TIME · RESTLESS MEDIA

700+

EVENTS PRODUCED
RED RABBIT PRESENTS

40+

STAFF HIRED & LED
BLACK MARKET MIAMI

01 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 the biggest festivals and concerts in the country.

- Lead integrated media across **10-15 festivals and major events a year**, with **10-20+ brand clients** active at a time. Turn sponsor activations into photo and video that lives in the feed, not just on the grounds.
- **Built the sponsorship content capture and delivery workflow** the team runs on, from brief and shot list through on-site capture, edit and client delivery.
- Direct field crews of **10-15 photographers, videographers, field producers and social editors** per event, from pre-production through post.
- Produced multicam coverage and full set films for Fisher, Sara Landry, Eli Brown, Slander, Sofi Tucker and Deorro. **Fisher at the Cow Palace has 2.5M views** on YouTube.
- **Producer & Creative Lead, EDC x Adobe Art Car Design Challenge**: a six-episode series following a designer's Creative Cloud submission from brief to a wrapped art car rolling through EDC Las Vegas.
- Built pitch decks for Apple Music, YouTube, TikTok, Rumble and Google Gemini.
- Under contract through 2026 to lead the sponsorship media team.

BRANDS

GoPuff · Snapchat · Adobe · Coinbase · Bacardi · White Claw · Valentino · Red Bull · Liquid Death · Casamigos · Four Loko · Happy Dad · Beatbox · Electrolit · Allegiant · Ghost Energy · Hiyo · Geek Bar

FESTIVALS

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

ARTISTS

Fisher · Sara Landry · Eli Brown · Slander · Sofi Tucker · Deorro · Insomniac Records

BLACK MARKET MIAMI

DOWNTOWN MIAMI, FL

Co-Founder & Operator | APR 2017 – OCT 2019

A 10,000 sq ft sports bar and event venue, conceived, opened and run from the inside out.

- 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 the brand: identity, web, social and in-venue activation.
- Secured and produced activations with **Major League Baseball, the Miami Dolphins, the Miami Heat, Inter Miami CF and United Way.**

RED RABBIT PRESENTS

MIAMI, FL

Founder | 2011 – 2020

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

- Produced **700+ events over nine years** for audiences of 200 to 3,000, with budgets from **\$5K to \$150K+**.
- Owned the full lifecycle: concept, talent, staging, staffing, budget, promotion, on-site execution and breakdown.
- **Eight consecutive sold-out New Year's Eve events** with The Shelborne, The Surfcomber and The Delano.
- Miami Music Week pool party series at The Shelborne. World Cup Pop-Up Arena at The Surfcomber.
- Label collaborations with Mad Decent, Sweat It Out!, Sexy By Nature and Revolt TV.
- Built the digital marketing and content engine that sold each event and gave it a second life online.

HOSPITALITY SBE Group · The Edition · The Shelborne · The Surfcomber · Kimpton Hotel Group · The Delano · Menin Hospitality · Space Miami · E11EVEN Miami · Opium Group · Pop Life · The Nautilus

02 SKILLS & CAPABILITIES

CREATIVE & BRAND	Creative direction · Brand strategy · Identity & design systems · Art direction · Creative concepting · Storytelling · Copywriting & brand voice · Pitch & sponsor decks	PARTNERSHIPS	Sponsorship activation · Client partnership · Pitch development · Brand & hospitality partnerships · Event budgeting
CONTENT & MEDIA	Integrated media · Branded content · Social-first content · YouTube set films & long-form · Episodic series development · Content capture & delivery workflows	LEADERSHIP & OPS	Team leadership, managers & crews · Hiring & training · Workflow & systems design · Venue & hospitality operations
PRODUCTION	Photo & video production · Multicam concert & festival capture · Field production · Post-production & editing · Production management · Interview lighting & audio · Media asset management	TOOLS	Adobe Premiere Pro · Adobe Creative Cloud · Sony cinema cameras · Asana
LIVE & EXPERIENTIAL	Concert & festival production · Hotel & venue activations · Brand installations · Talent & label partnerships · Stage design · Event marketing & promotion	AI & BUILD	Runway · Kling · Claude & Claude Code · AI video & image prompt systems · AI-assisted production workflows · Desktop apps built with Claude Code · Designed & built shanepro.online
		EDUCATION	University of Miami B.A., Communications

The story is the through line.

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