

TONY REYES

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CREATIVE DIRECTOR | HEAD OF PRODUCTION | MEDIA DIRECTOR

I am an award-winning filmmaker with over a decade of experience in creative video production. A seasoned professional and have consistently led teams that delivered innovative and compelling video content that resonates with audiences and exceeds organizational goals.

EXPERIENCE

BARE PERFORMANCE NUTRITION MEDIA DIRECTOR

2022 - PRESENT

Lead a cross-functional team of editors, videographers, graphic designers, writers, and podcast producers. Orchestrate all aspects of BPN's media strategies and campaigns, drive brand awareness, engagement, and growth. Leveraging my deep understanding of various media/social platforms and trends to craft innovative and impactful multimedia initiatives.

Accomplishments:

- Contributed to a 33% increase in brand value for Bare Performance Nutrition through strategic growth initiatives and impactful marketing efforts.
- Directed and produced a series of 4 branded short films as part of the Go One More Campaign.
- Created the widely successful "Prove Yourself Right" marketing campaign that quickly gained viral traction.
- Introduced a post-production software solution along with streamlined Standard Operating Procedures (SOPs), resulting in enhanced efficiency within the media department.
- Cultivated partnerships between our athletes and affiliated brands, ensuring seamless collaboration for media-related initiatives.

KETTLEBELL KINGS CREATIVE DIRECTOR

2021 - 2022

As a Creative Director, I lead the artistic direction and innovative vision of projects, to craft compelling visual narratives that resonate with audiences. I leverage my expertise in design, storytelling, and branding to drive creative excellence and achieve impactful results for the brand.

Accomplishments:

- Pioneered the successful launch of the brand's inaugural training app, marking a significant milestone in the company's digital portfolio.
- Conceptualized and executed the visual identity and user experience design for a cutting-edge workout training app, shaping its distinctive look and feel.
- Devised a streamlined and templated approach for producing over 1,000 workout video tutorials within the brand's app, ensuring efficiency and consistency in content creation while maintaining high quality standards.

THE AYZENBERG GROUP
CREATIVE DIRECTOR

2016 - 2021

Conceived and executed innovative campaigns that seamlessly blend strategic insights with captivating visual and narrative elements, consistently delivering impactful and memorable brand experiences. Utilized expertise in creative direction, branding, and market trends to drive client success and push the boundaries of our clients brand identity.

Accomplishments:

- Awarded two Gold MARCOM Marketing Awards in recognition of my contributions to the post-production of Lara Croft Tomb Raider and Gears of War game trailers.
- Awarded a Shorty Award for cinematography, celebrating my directorial and cinematography work in a memorable retro Sonic The Hedgehog commercial.
- Collaborated with an array of prominent clients and brands, including Microsoft, NFL, NBA, Sega, Pokémon, Facebook, and Xbox, translating their visions into compelling visual narratives and fostering impactful creative partnerships.

NCISOFT
CREATIVE CONTENT MANAGER

2014 - 2016

Lead the creative team to create engaging social content, gameplay teasers, and promotional materials that resonate with our gaming community. Produced 5 compelling weekly livestreams featuring questions from the audience, gameplay, and developer interviews, in order to create an immersive connection between our games and our audience.

Accomplishments:

- Launched, produced, and directed all company livestreaming endeavors.
- Acted as a host and filmmaker for exclusive video content related to renowned global AAA video game titles, including WildStar, Aion, and Lineage II.
- Supervised, strategized, and nurtured a vibrant community across social media channels dedicated to each game title.

STRENGTHS AND EXPERTISE

Creative Direction
Branding
Cinematography
Team Leadership

Adobe Creative Studio
Photography
Drone Operator
Video Editing

Storytelling
On Camera Talent
Improvisation
Cinema Camera Operation
