



VEGAZ [TAELO]

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Creative Director | Talent Contractor | Video & Photo Editor

Dynamic creative professional with 10+ years of experience leading creative direction, managing talent, and delivering high-impact media content. Skilled at bridging artistry and logistics, collaborating with high-profile clients, and producing assets for live events, touring, and digital platforms. Adept at shaping brand experiences that resonate with audiences, from concept to execution.

Core Skills

- **Creative Direction & Branding:** Visual storytelling, campaign strategy, event production
- **Talent Management & Contracting:** Hiring, rehearsals, negotiations, logistics (award shows, festivals, tours)
- **Video & Photo Editing:** Adobe Creative Suite, Final Cut Pro, Logic Pro, social media content creation
- **Project Leadership:** Cross-team collaboration, scheduling, communication, problem-solving
- **Industry Expertise:** Music, entertainment, live events, celebrity/artist partnerships

Professional Experience

VEGAZTAELO INC. – Creative Director | Talent Contractor | Editor

2019 – Present

- Directed and produced creative assets for touring artists and streaming platforms (Netflix).
- Contracted and managed vocalists for major award shows and network events (Grammys, Stellar Awards, Howard Stern, iHeart Radio).
- Coordinated creative workflows, timelines, and communications between artists, event organizers, and production teams.
- Managed talent and logistics for high-profile festivals (Coachella with Jennie, Post Malone, Kid Laroi).
- Organized and designed monthly artist-community events, blending branding, event production, and space design.
- **Notable Credits:** Durand Bernarr, Kanye West, Post Malone, Tina Knowles, Madonna, Jennie, Kid Laroi, Moby, Netflix (Forever, Boots)

YEEZY TOURING SUNDAY SERVICE CHOIR – Performer, Rehearsal Coordinator & Content Creator

2019 – 2022

- Performed, rehearsed, and delivered live shows on tour.
- Collaborated with artists and production staff to maintain high-quality musical performances.
- Produced and edited multimedia content for social media and promotional channels.

FAMILY TREE MANAGEMENT – Intern (Talent Coordination)

2011 – 2012

- Supported bookings and interviews, managing communications between artists, clients, and management.
- Assisted in logistical problem-solving for artist engagements.

FUZION MANAGEMENT – Graphic Designer

2009 – 2013

- Designed promotional materials and digital assets to maintain brand identity.
- Managed website design and updates, collaborating across teams to meet project deadlines.

Education

- AA, Web Graphic Design – DeVry University (2011)
- MBP, Musicians Institute (2012)

References: Available upon request