



Russell Frederickson

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Career Bio

I have over 30 years of experience in management across telecommunications, multimedia production, design, marketing, network television, and internet industries, working in both large corporate and small business environments.

I began my career as a Senior Graphic Designer at Ford Communications Network. After my time with Ford Motor Company, I became the Lead Designer and Creative Director for multiple television networks, including ABC, NBC, PAX, and ION. In 2005, I founded Redcore Creative Group, a business development and multimedia production company that continues to provide consulting services in brand development and creative operations for various companies.

One of the highlights of my career was leading all network production, design, and on-air branding as Executive Vice President of the creative department for ION Media Networks. Later, as an owner of Exotic Motorcars of DC, I oversaw brand development, marketing, events, and multimedia production. At Capital Telecom Services, I led operations and supported a highly technical team delivering innovative wireless solutions in the telecommunications industry.

After relocating to Colorado, I directed operations at SERVPRO, specializing in fire and water mitigation for the High Rockies region. More recently, I served as General Manager, Multimedia Artist, and Art Instructor at Alpine Arts Center.

Today, Redcore Multimedia Art Studios is headquartered in Avon, Colorado. I am currently engaged in multiple creative roles, including Contract Art Instructor and Event Creative Support for Alpine Arts Center; Creative Director for FLINT To FLAME Productions, a brand strategy and video production company based in South Florida; a member of the Board of Directors for High Five Access Media; and an active member and supporter of the Vail Valley Art Guild.

Experience

Flint To Flame Productions

- Creative Director

Alpine Arts Center

- Art Instructor
- MultiMedia Artist
- Event Creative Support

Giphting, INC. – South FL – Present (remotely located in Avon, CO)

Consultant

- Brand Development, Design & Marketing
- Operations & Supply Chain Logistics

SERVPRO – Avon, CO 2020-2021

Director of Operations

- Head of customer service & call in-take
- Oversee all scheduling & technician dispatching
- Completed job files & national insurance company audits

Capital Telecom Services - Sterling, VA 2018 - 2020

- *Director of Operations*
- Oversee all company operations
- Oversee all marketing and communications
- Manage payroll & office

Exotic Motorcars of DC - Sterling, VA 2016 - 2018

SVP Marketing & Multimedia Production

- Conceptualized, designed & branded IAP Racing
- Produce all marketing - Social Media, Video Production, Editing, Graphic Design, Print, Signage, Merchandise
- Produce multiple successful sales & marketing events

RedCore Creative Alpine Group - 2005 - present

Owner

- A multimedia company that creates brands, graphic packages and video production for a variety of businesses

ION Media Networks - South Florida & New York, NY 2004 - 2015

EVP, Creative Director

- Lead all aspects of ION Media Networks multi-locational creative production
- Conceptualized, branded and marketed 3 TV Networks
- Branded and marketed AirBox - A Digital TV Service
- Produced & directed multiple high-end talent shoots and productions
- Developed and optimized all on-air and digital promo production

MadPark Productions - West Palm Beach, FL 2003 - 2004

Production Manager & Designer

- Writer, producer, editor & designer for infomercials and small business marketing videos

MoneyWatchTV.com - West Palm Beach, FL 2001 - 2003

Production Manager & Designer

- Produced & designed a daily nationwide financial .com TV show

PAX TV - West Pam Beach, FL 2000 - 2001

Graphic Designer

- Graphic designer in the creative services department for the launch of PAX TV

ABC - West Pam Beach, FL 1997 - 1999

Design Director

- Manager and designer for 3 daily ABC affiliate newscasts
- Conceptualized, designed and implemented a new 30-minute newscast for UPN

ABC - Detroit MI, 1995 - 1997

Graphic Designer

- Graphic designer for top 10 ABC affiliate - newscasts and promos

Ford Motor Company - Detroit, MI 1993 - 1995

Graphic Designer

- Graphic designer for FCN - Ford Communications Network

Education

Ferris State University

Bachelor of Arts - Television Production & Design 1993

References Available Upon Request