

GABRIEL GALLUCCIO

CREATIVE DIRECTOR

PROFESSIONAL STATEMENT

I am an award-winning creative director and producer with over 20 years of global media experience in Post- production, branding, entertainment, and sports, across multiple media. I have successfully lead and managed large multilingual creative and post-production teams for some of the top brands in the world, resulting in breakthrough creative work and increased revenue growth.

My experience working and living abroad allowed me to learn how to overcome the barriers of language and different cultural settings to ensure the best final output of the production.

I worked with in-house and external productions that helped me explore different work cultures and became quite adaptable to new work settings.

I am passionate about the narrative and storytelling and willing to dedicate my full attention to the production of a great story.

With extensive experience in entertainment, sports, marketing, advertising and corporate communications, I am known for my cross-functional relationships in a fast-paced environment. I have also been acknowledged as an effective leader, communicator, mentor and teacher.

PROFILE

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WORK HISTORY

2017 - Now Isovist group

Creative | Production | Strategist Consultant

Working directly with brands to develop strategy campaigns, product/UX design, augmented reality, experiential design, digital/social content and choreograph information.

2013 - 2017 Fox International Channels - Europe and Africa

Executive Creative Director Europe and Africa

Responsible for post -production of content, creative and strategic brand oversight of Fox, Fox Sports, National Geographic Channel, Fox Life, 24Kitchen in the two continents. Launched 4 Fox Sports channels and 8 new Fox Channels, and a new streaming access app in Europe and Africa. Supported by a strong social media presence.

2011- 2012 Sky Italia

Executive Creative Director

In charge of post-production, developing brand strategy and managed the creative teams of 68 owned and operated channels that offered a vast choice of sports, entertainment, movies, news and Pay Per View. Coordinated promotions with Sky marketing, third party channels and worked in close collaboration Sky UK and Sky Deutschland in Germany, the rebrand of Fox Turkey, in Istanbul; Rotana Group, in Cairo and Lebanese Broadcast Company, in Beirut.

2003- 2011 Sky Sport Italia

Creative Director

Developed the launch, brand strategy and on-air look for all Sports and news channels distributed over satellite, live streaming over the SkyGo App and the Sky Sports webpage. developed the creative hub service team to manage post - production. I work on branding strategies for: Al-Jazeera Sports (beIN Sports) in Doha, and Sky Deutschland rebrand.

2002 - 2003 Schematic (H Design) - Los Angeles, CA

Executive Producer

At the time Schematic was pioneering in the production of new media, post-production, installations, video projections, interactive kiosks, exhibitions and broadcast projects with clients such as CBS, ESPN, Turner, AOL, and others.

2000 - 2001 Fresh Design - Los Angeles, CA

President & Creative Director

I created this company to service the growing needs of the broadcast post-production and motion design market. I sold it to the Schematic.

1998 - 1999 Fox Broadcasting – Hollywood, CA

Senior Art Director

I did the rebrand of Fox after the purchase from Barry Diller. At the time, the transition from analog to digital created several challenges. The rebrand was successful and Fox secured its place amongst the 3 more established networks of the time.

1995 - 1997 Fox Sports – Hollywood, CA

Senior Art Director

After developing the looks that launched Fox Sports in '94 with the acquisition of the NFL I was offered a position to help the network develop their creative team.

ASSOCIATIONS

UEFA 2010-2014

Creative Council Member

Promax/BDA Europe 2009 -2015

Advisory Council Member

AWARDS

BDA/Quantel 93 Award
EMMY 95 - NFL on FOX
EMMY 96 - NFL on FOX
EMMY 97 - NFL on FOX
Digital Showcase Award 97
Promax 2011 Gold
Promax 2011 Bronze
Promax 2012 Gold
Promax 2012 Silver
Promax 2013 Gold

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BRANDS | PRODUCTION COMPANIES

FOX	MTV	AOL	BMW	ASUS	BRIDGESTONE	OLYMPIC GAMES
CBS	HBO	UEFA	OSN	WIMBLEDON	PREMIUM	AL JAZEERA SPORTS
SKY	SONY	VOGUE	TGCOM	FORMULA 1	NOKIA	NATIONAL GEOGRAPHIC
NFL	NBA	MLB	NHL	ARMANI	FOX SPORTS	DREAMWORKS

EDUCATION

1990 - 1992 **BFA in Graphic Design**
Art Center College of Design, Pasadena, CA

1992-1993 **American Film Institute, Los Angeles CA**
Certificate on Post-Production & Cell Animation

1994-1995 **University of California, Los Angeles, California**
Introduction to 3D animation and production

2011 - 2012 **MBA in Leadership and Innovation**
York St John University, York, U.K.

SOFTWARE

Extensive knowledge of the Adobe suite, including Premiere and After Effects. Well acquainted with Final Cut, Word, Excel, Pages, Numbers, Keynote, Google Docs, Google Slides and several guns and budgeting software.

TECHNOLOGY

I have always worked closely with new technology and equipment used in live events, film shoots, studios, video projection, OB vans, computers, programming and information graphics. Over the years I learned much about operating systems and some basic Unix, Basic and Java programming to be able to explore the capabilities of the technology first hand.

DATA

I am very familiar to working with data analytics. I am used to manage and review studies on viewer trends at an international level. I plan strategies with this data at hand.

LANGUAGES

English, Spanish and Italian	Fluent
Portuguese and French	Conversational
German and Dutch	Basic