

GABRIEL GALLUCCIO

CREATIVE SWISS ARMY KNIFE

PROFESSIONAL STATEMENT

I am an award-winning senior creative director with over 20 years of global media experience in post-production, branding, marketing, entertainment, events, and sports, across various media.

In 2003 I assembled an in-house team for the launch of Sky Sports in Italy. It made the brand one of the most recognizable brands at the time. Servicing 3 sports channels, a sport news channel and 16 pay-per-view channels. The offer successfully grew over 10 years to cover FIFA World Cup, UEFA Champions and Europa League, Winter and Summer Olympics, etc.

In 2011 I developed the cross-platform navigation eco-system for Sky Italia for the satellite and streaming services, covering entertainment, sports, news, movies, and 3rd party channels.

I lead the creative team for launch the Al-Jazeera Sports Champions League coverage in the Arabic speaking countries.

I successfully rebranded Eredivisie NL into Fox Sports in 2012. That lead to the launch of a Fox Sports Europe channel and 3 Fox Sports Italy channels.

In 2017, I built a creative team dedicated for live game productions for Fox Sports. The team lead to a unique synergy development between the Creative services and Live Production.

Using automatization systems, I was able expedite the repetitive work, leaving more artist time available for pieces with a more unique narrative.

This approach tighten the look of the brand whilst driving the narrative of the pre-game shows.

WORK HISTORY

2017 - Now Fox Sports – Hollywood, CA

Design Director

Manage the creative pipeline for the creations and live usage of Augmented Reality and Virtual studio sets using Unreal engine.

Developed and manage a new creative service team that develops creative strategies for promotion, studio and live games.

2013 - 2017 Fox International Channels - Europe, Middle East and Africa

Creative - FIC EMEA

Responsible for post-production of content, creative solutions, and strategic brand oversight of FIC products (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, Middle East, and Africa. Supported by a strong social media presence. Manage production crews, pre-production and post production.

2011- 2012 Sky Italia

Platform Creative Director

Lead post-production, developed brand strategy, quality and style guidance. 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. Managed and coach on stage talent.

2003- 2011 Sky Sport Italia

Creative Director

Developed the launch, brand strategy, content development, set designs, and on-air look for all Sports and Sports news channels distributed over satellite, live streaming over the SkyGo App and the Sky Sports webpage. Established a creative hub team to service the creative needs of production, post-production, and marketing. While at Sky Italia I was also asked to work on branding strategies for: Fox Turkey, Al-Jazeera Sports (beIN Sports) in Doha, Ratana in Cairo, Lebanese Broadcasting Company in Beirut, 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

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.

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

In short, 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.

RECENT PROJECTS

2022 FIFA World Cup
- 4 million viewers.
NFL Super Bowl 57 - 2023
- 113 million viewers.
MLB 2024 World Series
- 16 million viewers.

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

PROFILE

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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 After Effects. Experience with NLE editing software (e.g. Adobe Premiere, Final Cut Pro, Avid etc). Well acquainted with Word, Excel, Pages, Numbers, Keynote, Google Docs, Google Slides and various gantt and budgeting software.

PRODUCTION & 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. Experience with professional video equipment, audio capture, audio engineering and lighting. 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