

Phillip Loiacono

Marketing & Creative Director

+1-760-560-6799
www.philloiacono.com
Philloiacono@gmail.com

About Me

Creative Director/Producer with over 15 years of experience in print, television and production. Managed numerous TV shows and print campaigns for NBC, Speed, McDonald's Channel, Animal Planet, and Lucky Brand Jeans. Oversaw initial concept, through development to final production and delivery.

Key Strengths

- Experience in various facets of the Entertainment Media/Social industries. Currently creating the New Commercial Space Industry.

- Strong ability to multitask, confidence in leading project teams, and work well under pressure.

- Additional clients include: Cisco, JGI, Speed Channel, LA Episcopal Diocese, SD Episcopal Diocese, BET, Verizon, Vodafone, Twitch, Astro Gaming, Logitech.

*References available upon request.

Work Experience

Barrios Technology (Stellar Access)

Marketing & Creative Director - 2022-Present

Services in the areas of: Bringing Space to your Neighborhood

- Managing team to develop and distribute creative, timely, relevant content for audiences across all marketing, sales, and customer facing interfaces
- Utilize Stellar Access brand voice to connect and communicate with customers
- Stellar Access Business Development & Implementation
- Client Relations (NASA, SpaceX, Blue Origin, Virgin Galactic etc.)

Shootsta Inc.

Creative Producer - Edit Team Lead - 2020-2022

Services in the areas of:

- Manage Video Production and Team
- Client Relations
- Live Events

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Graphic Director 2018-Present

- Serves as a creative guide for key projects and events
- Developed artwork and layout for print and digital signage (updating of company CMS screens on client request)

Heads and Tails, Inc.

Producer/ Editor 2008-2016

- Developed artwork and layout for print and digital signage, banners, posters, publications, and flyers.
- Extensively worked along side Bill Goldberg for over 8 years creating content for the World Champ!
- Guided a team in the production of an Animal Planet series (27 episodes) from pre-production of marketing projects, promotional materials.

Lucky Brand Jeans

Creative Director 2006-2007

- Duties include planning company art, advertisements, monitoring brand campaigns, revising presentation decks, strategizing future brand standards and store fronts, and start up of e-commerce development

Programs and Skills

1. Adobe Premier Expert.
2. Final Cut Pro Suite Expert.
3. Adobe Suite Expert
4. Color Grading Experience
5. Professional camera operator & lighting (P200, Sony, Red etc)
6. Expert CMS online tools *Content Management Systems.
7. Social Media Expert.
8. Credited IMDB Link: <http://www.imdb.com/name/nm3020469>