

BRIAN GRAMO

EXECUTIVE CREATIVE DIRECTOR | AI-NATIVE ENTERTAINMENT |
PRODUCT, SOCIAL, AND INTERACTIVE SYSTEMS

Los Angeles, CA
brian.gramo@gmail.com
310.779.2294
linkedin.com/in/briangramo
x.com/briangramo

EXECUTIVE PROFILE

Executive Creative Director and product-minded creative leader with 15+ years leading teams across creative, production, engineering, design, social, marketing, interactive, and operations for entertainment, gaming, technology, and brand clients. Currently leads executive creative work through RUD Agency, keeping active senior-level responsibility across AI-native creative systems, interactive development, video production, and brand storytelling.

Combines executive leadership with hands-on technical fluency across editing, shooting, design, livestream production, creative technology, coding, and AI-assisted production. Known for translating ambitious ideas into polished campaigns, interactive experiences, live programming, and repeatable audience systems while keeping clients, stakeholders, and distributed teams aligned.

CORE LEADERSHIP AREAS

Executive Creative Direction | Product and Audience Systems | AI-Native Workflows | Distributed Team Leadership | Client and Agency Leadership | Content Production and Creative Direction | Remote and In-Person Production | Gaming and Immersive Experiences | Cross-Functional Delivery | Technical Fluency

KEY ACHIEVEMENTS

- Currently directs RUD Agency creative work across AI-assisted campaigns, interactive concepts, video production, and distributed art/design/editorial teams.
- Directed high-visibility campaigns and interactive entertainment work for Roblox, Toyota, Marvel, AT&T, Chipotle, Samsung, Bandai Namco, NFL, Disney, and other major partners.
- Scaled Super League's internal creative organization from 2 to 23 staff and built executive-level trust across tight timelines, high-pressure launches, and large-budget client programs.

PROFESSIONAL EXPERIENCE

RUD AGENCY | Executive Creative Director | Los Angeles, CA | 2025-Present

- Lead executive creative direction for brand, entertainment, interactive, AI, and production assignments spanning strategy, concepting, client presentation, design, video, and hands-on delivery.
- Develop AI-assisted creative systems and interactive concepts using ChatGPT, Codex, Midjourney, Firefly, Runway, Roblox Studio, Unity, Unreal, technical documentation, and rapid prototyping.
- Manage distributed creative teams across art, design, editing, animation, and video production, providing virtual guidance, reviews, briefs, and production notes across remote workflows.
- Direct remote production and in-person shoots while balancing agency/client expectations, efficient staffing, equipment, post-production, and polished final delivery.

SUPER LEAGUE | Executive Vice President, Game Studio & Creative | Santa Monica, CA | 2018-2025

- Led creative, social, and game studio operations for a publicly traded gaming and media company delivering immersive entertainment and branded experiences.
- Scaled a multidisciplinary organization from 2 to 23 staff across creative, production, engineering, design, social, and marketing.
- Directed integrated campaigns and interactive experiences for Roblox, Google, Logitech, Chipotle, Marvel, NFL, TikTok, Paramount, Lionsgate, Disney, Samsung, Toyota, and other global brands.
- Unified creative services and game development teams to build socially driven gaming experiences, audience-first branded worlds, and repeatable campaign systems.
- Introduced AI-native workflows using ChatGPT, Midjourney, Adobe Firefly, and related tools for ideation, previsualization, concepting, and production acceleration.
- Built and launched cloud-based remote production systems during COVID, enabling uninterrupted production and new enterprise revenue streams.

PROFESSIONAL EXPERIENCE CONTINUED

EMBASSY ROW | Supervising Producer / Digital Producer | New York, NY | 2014-2018

- Produced live and digital programming for entertainment properties on E!, Spike TV, and Pivot.
- Managed livestream production, digital workflows, technical operations, audience delivery, and cross-platform execution.
- Led teams from concept through live delivery while balancing creative quality, platform reliability, speed, and stakeholder expectations.

SPIN MEDIA GROUP | Director of Syndication / Producer | Los Angeles, CA | 2012-2014

- Scaled YouTube monetization operations and increased platform revenue to more than \$10K per month within six months.
- Rebuilt live-to-drive and post-production workflows, increasing daily output from 4 to 14 videos per day.
- Managed content delivery, syndication, and technical operations across departments and platforms.

SELECTED BRAND EXPERIENCE

BRAND AND ENTERTAINMENT CLIENTS

Roblox, Toyota, Marvel, AT&T, Chipotle, Samsung, Bandai Namco, NFL, Disney, Paramount, Lionsgate, Netflix, Riot Games, Epic Games, Twitch, and TikTok.

EXECUTIVE VALUE

Experienced in agency-style delivery, executive stakeholder management, and making demanding clients successful while protecting creative quality, schedule, and team performance.

EDUCATION AND CERTIFICATIONS

B.S. Computer Science, Montclair State University | YouTube Certified (Audience Growth + Rights Management) | Google Analytics IQ | Meta Blueprint Certified

TECHNICAL SKILLS

AI & CREATIVE

Codex, ChatGPT, Claude, Gemini, Grok, Midjourney, Adobe Firefly, Runway, ElevenLabs, DaVinci Resolve

SOCIAL AND DISTRIBUTION

TikTok, YouTube, Instagram, X, LinkedIn, Discord, Twitch, Threads

PRODUCTION, DESIGN, AND IMMERSIVE

OBS, vMix, Riverside, StreamDeck, Figma, Adobe Creative Suite, Blender, Cinema 4D, Roblox Studio, Unity, Unreal Engine

OPERATIONS

Notion, Airtable, Slack, Google Workspace, Microsoft 365, Monday, Asana, Trello, Miro, Zapier, Make