

RANDY WHITNEY

Creative Director • Strategic Video Lead • Multidisciplinary Designer

813.830.8115 | whyhirerandy@gmail.com | RandyWhitney.com | linkedin.com/in/photorand | Vimeo.com/BigGuava

PROFILE

Creative Director and multidisciplinary designer with 9+ years building brand identity, content systems, print, packaging and environmental designs for hospitality, retail, and consumer brands — backed by a production background in video, motion, and photography. I own creative concepts through production and delivery, direct designers and outside partners, and build AI-assisted workflows to scale output across multiple brands at once.

CORE COMPETENCIES

Content Strategy • Video & Photography Direction • Environmental & Experiential Design • Brand Identity & Logo Design
• Menu & Editorial / Collateral Design • Multi-Brand Creative Direction • Packaging & Retail Graphics • Digital Marketing & SEO
• AI-Assisted Creative Workflows • Team Leadership & Mentoring • Freelancer & Vendor Management

TECHNICAL SKILLS

Design: Full Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Lightroom, Audition) • Figma Weave • Canva • MidJourney
Marketing: GA4 • Google Search Console • SEMrush • HubSpot • Meta Ads • YouTube Ads • Email Marketing & Automation
Workflow: Asana • Monday.com • Brandfolder (DAM) • AI-Assisted Content Workflows • Cross-Functional Workflow Design

PROFESSIONAL EXPERIENCE

Sr. Photographer & Videographer

May 2024 – Feb 2026

Volt Lighting — Tampa, FL

- **Design & Brand:** Assisted design in print and retail assets across the AMP and VOLT brands. Developed contractor-magazine advertising, product catalogues, iconography systems, and retail-ready packaging graphics for Lowe’s and The Home Depot.
- Directed a team of 2–3 creatives across a \$44M lighting brand, setting production standards and driving cross-functional alignment with design, marketing, and sales.
- Architected the AMP Pro contractor loyalty program end-to-end including educational content series, interactive design-app elements, and templated deliverable library — converting ~3,600 subscribers and generating \$100K in contractor sales within one month of launch.
- Produced and directed contractor testimonial campaigns and led photography for two new product-line launches and hundreds of individual products.

Marketing Photographer/Videographer

Apr 2024 – Nov 2024

Thrive by Le-Vel — Tampa, FL

- **Design & Brand:** Designed social and email graphic systems with custom typography and motion graphics for a \$350M wellness brand.
- Led end-to-end creative production — concept, scriptwriting, directing, filming, and post — for photo, video, and 3D content across U.S., Mexico, and Bahamas shoots.
- Increased average video views from 2K–5K to 10K–25K+ per post through stronger storytelling and creative strategy; collaborated directly with the CEO on launch-ready creative.

Video Production Specialist

Feb 2023 – Nov 2023

Progressive Dental Marketing — Largo, FL

- Contributed content to a client case study delivering 210% YoY revenue growth and a verified 10x ROI
- Earned a W3 Award (Silver, Best Editing, 2023; AIVA).
- Produced key elements of patient-acquisition funnels integrating video testimonials, landing pages, and CRM workflows; restructured freelance agreements to save \$15K/month.
- Wrote high converting hooks and CTA’s for outbound marketing systems on META and YouTube Shorts for Implant Dentists.
- Coordinated productions with real patients including: Scheduling interviews, flights & hotels, HIPAA compliant consent forms, on-location shoots and production expenses accrued.

Video Specialist & Jr. Creative Director

Jan 2022 – Feb 2023

The Glazer Children's Museum — Tampa, FL

- **Environmental & Brand:** Spec'd and designed environmental graphics — window wraps, building graphics, and in-venue posters — and built the brand package for the "Big John" exhibit centered on a donated \$16M fossil.
- Created motion graphics and character animation for the "Summer of Stories" multi-platform campaign; contributed brand design supporting a \$2M fundraising campaign.
- Produced documentary-style video and guest photography across exhibits and events for the museum.

Creative Marketing Specialist

Sep 2017 – Nov 2018

15 Seconds of Fame — New York, NY

- Designed investor-facing pitch decks used in partnership negotiations with the Vegas Golden Knights, Cleveland Cavaliers, Miami Heat, and MLB teams, supporting \$15M in capital raises and \$6M in recurring annual revenue.
- Conceived the company's video post-roll format and in-venue ad content; managed freelancer relationships during a Kobe Bryant-advised growth period.

Real-Time Correspondent / Social Media

Mar 2017 – Nov 2017

MLB Advanced Media / New York Yankees — New York, NY

- Produced athlete-driven photo and video across Yankee Stadium (including high-performing Aaron Judge assets); executed pre-release product photography for Nike's Alpha Huarache Elite 4 and served as lead photographer for Derek Jeter's retirement ceremony.
- Directly responsible for visiting team social media media posting & livestream management (Stories, Reels, Livestreams)

Freelance Projects

2017 – Present

Tampa, FL & New York, NY

- **Hospitality & F&B:** Designed brand identity, custom logo, and web presence for The UES — an Upper East Side ice-cream-shoppe-and-speakeasy concept launch; designed the logo and menu system for Dorian's Seafood Market, NYC.
- **Print & Editorial:** Produced market reports, print, and social collateral for Douglas Elliman real estate; designed BoxCar subway advertising graphics and licensed stadium photography to AT&T (#212 Thing campaign).
- **Management:** Founded and operated Wedding Films Tampa (2019–2025), delivering 350+ productions and building an SEO/local-search strategy that grew organic traffic.
- Produce medical-marketing content for implant dentists and physical therapists; manage client web pages and Google Business Profiles.

EDUCATION • AWARDS • CERTIFICATIONS

BFA, New Media — University of North Carolina at Greensboro, 2016 • **AFA, Arts** — Cape Fear Community College, 2014

W3 Award (AIVA): Silver, Video Features — Best Editing, 2023 • **HubSpot Certified:** Social Media, Digital & Inbound Marketing