



# RICK GUILLE

## CREATIVE VIDEO DIRECTOR

411 Dan River Way, Charlotte, NC 28211

### PROFESSIONAL PROFILE

Award-winning filmmaker with 15 years of experience blending creative vision with efficient, high-quality production across, advertising, commercial and corporate projects. Rick excels in building streamlined creative processes to amplify productivity and impact in collaborative results-driven environments.

### CONTACT

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WEBSITE  
[www.rickguile.tv](http://www.rickguile.tv)



LINKEDIN  
[linkedin.com/in/rickguile](https://linkedin.com/in/rickguile)



### EDUCATION

#### BACHELOR OF ARTS MEDIA STUDIES (FILM CONCENTRATION)

University of North Carolina at Greensboro  
Greensboro, NC  
May 2015

3.5 GPA

### EXPERTISE / SKILLS

- Writing / Directing •
- Producing •
- Cinematography •
- Video Editing / Post Management •
- Leadership •
- Project / Team Management •
- Organization / Detail Oriented •

### PROFESSIONAL EXPERIENCE

#### SR. CREATIVE MANAGER OF VIDEO PRODUCTION

2020 to 2025

#### TTI FLOOR CARE, N.A. (Hoover & Dirt Devil)

Charlotte, NC

Video Production team lead for the Creative Imaging Department, overseeing the inception to creation of all video marketing material to best support products for consumers, through OTT, Paid Ads, social, product retailer page videos. Creative role in charge of directing all in-studio and on-location shoots for the Hoover, Dirt Devil and Oreck brands.

- Responsible for production and post-production teams, overseeing scriptwriting, shot listing, planning, editing, color, MGF, VFX and sound, etc.
- Managed in-house video team, while collaborating with internal product, marketing and advertising teams— and working externally with freelancers and vendors.
- Increased output from 150 videos in 2022 to over 400 videos in 2023 by streamlining processes and enhancing infrastructure.
- Spearheaded Dirt Devil's video rebranding
- Received 2022 Circle of Excellence award from Leadership.

#### DIRECTOR OF VIDEO PRODUCTION

2015 to 2020

#### BURKE Advertising Agency

Charlotte, NC

Department head and creative lead for BURKE's video production services. Managing an in-house team and external resources to deliver high-quality video solutions to a diverse group of clients.

- Clients included: Continental Tires, Ingersoll Rand, Food Lion, Anthony & Sylvan Pools, and Benchmark
- Multiple roles depending on the project: Director, DP, Producer, Editor, Colorist, VFX, etc.
- Scaled team through strategic hiring and managed resources for maximum efficiency and creative output.
- Drove 300% revenue increase in two years through process improvements, video offerings and pricing, new client development, and marketing.
- Work has won over a dozen awards

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## FOLLOW ME

INSTAGRAM

[www.instagram.com/rickguile](http://www.instagram.com/rickguile)



VIMEO

[www.vimeo.com/rickguile](http://www.vimeo.com/rickguile)



WEBSITE

[www.rickguile.tv](http://www.rickguile.tv)



## ACHIEVEMENTS

### 2 AADY AWARDS

*American Advertising Federation* | 2016

### 10 TELLY AWARDS

*The Telly Awards* | 2016 - 2019

### 2 CINDY AWARDS

*International Cinema In Industry* | 2017

### 1 MARCOM AWARD

*Association of Marketing and Communication*

*Professionals* | 2016

### 4 YEAR STUDENT ATHLETE

*UNC Greensboro Baseball* | 2011-2015

## TECHNICAL SKILLS

	Adobe Premiere
	Adobe After Effects
	DaVinci Resolve
	Microsoft Office
	Adobe Illustrator

## PROFESSIONAL EXPERIENCE (CONTINUED)

**FREELANCE  
DIRECTOR, OWNER**  
2012 to 2019

**Embark Media, LLC**  
Greensboro, NC

Produced and led creative video direction on multiple client projects, music video, independent and freelance videos. Worked closely with clients to ensure vision was met and that the full production experience was seamless. Roles varied as Executive Producer, Director, DP, Editor, etc. for clients such as:

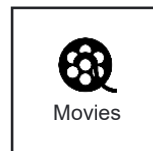
- *North Carolina Central University*
- *UNC Greensboro Athletics*
- *North Carolina Baseball Academy*
- *Diamond Nation*

**GRAPHICS OPERATOR**  
2014

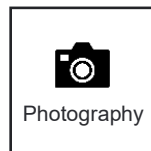
**Broadcast Venue**  
Somerset, NJ

Operated Broadcast Graphics, Statistics and Scoreboard via V-mix application for live cast and streaming of The Somerset Patriots minor league baseball games at TD Bank Ballpark in Somerset, NJ.

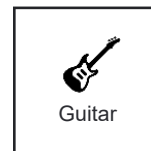
## HOBBIES / INTEREST



Movies



Photography



Guitar



Diving



Traveling

• Licensed UAV Drone Pilot • Certified SCUBA Diver •

## REFERENCES



### GARY HUGHES

Sr. Director – Creative Imaging

### TTI FLOOR CARE

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### BRITTANY DOYLE

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