

# Tom Anthony

## CREATIVE DIRECTOR

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### PROFILE

I have a strong history of conceiving and delivering successful content for large sports, gaming, and entertainment brands. Throughout my career, I have demonstrated my ability to lead large projects and motivate creative teams to successful outcomes.

### WORK EXPERIENCE

**Creative Director** | Freelance – Dallas, TX /Los Angeles, CA | 2016 - 2022

- Created national promotions for FS1 and FOX Sports on-air and digital.
- Provided creative support for 360 campaigns for Cinemark.
- Developed key art and provided support for ABC's on-air and digital.
- Created digital material for digital campaigns and in-stadium assets for FORD.

**Director of Creative Services** | Choctaw Nation of Oklahoma - Durant, OK | 2019 – 2021

Successfully led a creative team in the developing, marketing, and delivering content for a diverse range of clients, including 17 casinos, Health Services, Food & Beverage, Cultural Services, and Government operations.

- Successfully ideated and led the 360 campaigns for the multimillion-dollar Choctaw Cultural Center, resulting in a cost savings of over \$900k by completing entirely in-house.
- Worked with key stakeholders to develop promotional assets for a \$600 million expansion.

**Creative Director** | Hey Serge Agency- Los Angeles, CA | 2016 - 2019

- Created promotional material for the Lumiere Awards held at Warner Brothers Studios.
- Working with the owners I developed and pitch children's show content to Nickelodeon.

**Director of Creative Services** | DIRECTV Sports Networks - Denver, CO | 2011 - 2015

Led the creative services for all branding, promotions, programming, and sales needs for DIRECTV's regional sports networks (RSNs).

- Recruited to build a creative department (Hub) and develop processes to support four RSNs.
- I oversaw the rebranding of the RSNs from FOX to DIRECTV/Root Sports, including the development of brand guidelines, training materials, and best practices.
- Led the creative for launching a fourth RSN in a three-month period.

**Art Director** | ESPN - Bristol, CT | 2004 - 2011

Served as the lead art director for games and studio shows for MLB, NBA, E60, Outside the Lines, Friday Night Fights, MLL, and the WNBA.

- Led the creative development of a new brand logo for Monday Night Football brand logo.
- Led the creative redesign for NBA, which included ten programs, including the NBA Finals.
- Ideate and worked with ESPN Videogames to develop 3D characters on live set.

**Art Director** | NBC Sports - Rockefeller Center, NY | 2000 – 2002

- Conceived and executed the total package design for 2000 Sydney and 2002 Salt Lake Olympics
- Conceived and execute the total package design NBA on NBC

### SKILLS

- Strong leadership
- Excellent communication
- Problem-solving
- Strategic thinking
- Attention to detail
- Creative excellence
- Integrated marketing
- Time management
- Adobe Suite
- Creativity
- Collaboration

### EDUCATION

- Radio/Television & Film – UNT
- Entertainment Marketing – NYU (non-degree)
- Marketing – UOP
- MBA Management – UOP (20 credits)

### RECOGNITION

- 12 Emmy Awards (ATAS)
- 9 Promax Awards
- 3 BDA Awards