



# RICHARD GATTA

Creative Direction

## WORK EXPERIENCE

### ASSOCIATE DIRECTOR (2018, 2019, 2022, 2023)

#### NBCUniversal UPFRONT [New York City, NY]

- Worked with the Content Innovation Agency at NBCUniversal to produce a live-streamed presentation to effectively communicate the vision and brand message of NBCUniversal to clients.
- Responsible in assisting the overall concept and vision of the presentation as well as the stage direction for talent and presenters.
- Assisted in the concept creation of live performances within the Upfront Presentation. (Overall artistic vision, working with all departments to conceive, create content visuals, scenic & pyrotechnic support for talent performances)
  - ◇ Worked with the NBC "World of Dance" talent and personnel to ensure proper technical requirements for live performance.
  - ◇ Coordinated with 'Luis Fonsi' & 'The Voice' talent and personnel to ensure proper technical requirements for live performance. (Pyrotechnics, audio, lighting, FX, scenic requirements)
  - ◇ Collaborated with music contractors to create live performance segment, merging 50+ piece orchestra with Olympic video content to showcase NBCSports and their coverage of the Olympic Games
  - ◇ Creation & artistic vision of performance looks of Kelly Clarkson, and Miley Cyrus.
  - ◇ Created a "Bravocon" Live performance for Bravo Network merging all Bravo's unscripted shows in to an epic onstage presentation. The "Bravocon" live performance consisted of 50+ performers and 25+ celebrity talent hosted by Andy Cohen
  - ◇ Creation & artistic vision of performance looks of Reba McEntire, and Grace Potter

### CREATIVE DIRECTOR (2022-Present)

#### ZED INK [Venice, CA]

- **BLIZZARD ENTERTAINMENT**  
2023 BLIZZCON (Upcoming 2023)
- **DISNEY BRANDED TELEVISION**  
2022 D23 EXPO

- ◇ Creation of a 90 minute stage show with non-stop entertainment from 17+ titles, including High School Musical and Young Jedi.
- ◇ Communicated with the client to spotlight the significance of Disney Branded Television as a distinct and relevant name within the larger Disney brand by cultivating an unforgettable debut for the new business.
- ◇ Management of teams across multiple departments to deliver an impressive amount of talent onstage including: 149 dancers and performers and 64 celebrities, talent and executives, for a total of 213 onstage talent.

## CONTACT

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## EDUCATION

EMPIRE STATE COLLEGE:  
(BS) Business, Economics  
Arts Management

## AWARDS

2023 Platinum  
Hermes Creative Award  
(Zed Ink D23 Expo)

## KEY SKILLS

Creative Direction  
Creative Thinking  
Organization  
Leadership  
Planning  
Communication  
Works well under pressure.

Knowledge of:  
Mac: Keynote/Pages/Numbers  
Microsoft Word/Excel/PowerPoint  
Sketchup  
GSuite  
Slack Proficient