

ADAM COURRIER

Creative Executive | Video & Brand Storytelling | AI-Driven Content Innovator
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PROFESSIONAL SUMMARY

A visionary creative leader with over **20 years** of experience in *brand storytelling, video production, and AI-driven content innovation*. Adept at leading high-performing teams, scaling creative operations, and integrating advanced technologies to optimize workflows. Extensive experience in developing innovative digital interactive experiences. Expertise in crafting compelling multi-platform campaigns that drive engagement, elevate brand identity, and generate measurable results. Passionate about blending artistic excellence with data-driven insights to push creative boundaries and deliver impactful brand experiences.

I'm now looking for new opportunities where I can leverage my expertise in storytelling, AI-driven content innovation, and multi-platform brand development to create transformative visual experiences.

CORE COMPETENCIES

- ✓ **Creative Direction & Technical Expertise:** Adobe Creative Suite: Premiere Pro | After Effects | Photoshop | Illustrator | Multi-platform video production (digital, OOH, broadcast) | Motion graphics | 3D design | Brand storytelling and visual identity development
 - ✓ **Leadership & Team Development:** Led creative teams | Collaborating with marketing, product, and sales | Integrated AI tools (Amazon NOVA, Google Gemini, ChatGPT, Eleven Labs) | Stakeholder management and cross-functional communication
 - ✓ **Strategic Marketing & Digital Engagement:** Branded Activations and Immersive Experiences | Data-driven campaign optimization | Multi-channel content strategy (Digital, Social, Programmatic Advertising) | Expertise in digital OOH and AI-powered creative solutions
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WORK EXPERIENCE

VICE PRESIDENT OF CREATIVE SERVICES

Mar 2020 – Feb 2025

Adomni | Las Vegas, NV

- Led and mentored a high-performing creative team of copywriters, designers, and motion graphic artists, fostering innovation and collaboration.
- Directed the creative strategy and execution for 100+ video and graphic assets monthly, driving increased ROI and client acquisition.
- Spearheaded five successful product launches and brand partnerships, including collaborations with TikTok and Uber, increasing market penetration.
- Developed and produced 100+ video tutorials and training materials, enhancing onboarding and client education.
- Managed the full production cycle of 150+ client campaigns, leading to a 35% improvement in campaign performance and a 25% boost in client retention.
- Integrated AI-powered tools into creative workflows, reducing asset creation time by 45% while maintaining high-quality standards.
- Oversaw the in-house SMART Content Studio, delivering creative solutions for brands like Hershey, Thorne, and Xumo.
- Produced and directed live and AI-enhanced video podcasts, overseeing studio operations from pre-production to distribution.
- Led on-site video production planning, industry event coverage, and content creation for trade shows and key corporate initiatives.

RUNNING BULL PRODUCTIONS, LAS VEGAS NV

Sept 2003 - Current

OWNER, PRODUCER | *A video and event production company*

- Lead a successful agency that has produced creative projects for well-known brands, non-profits, and government agencies.
- Manage and mentor a team of 10+ creators, delivering high-quality content across various digital and broadcast platforms.
- **Directed and executed major projects, including:**
 - **NAIOP Spotlight Awards** – Produced and managed the live event for 17 consecutive years.
 - **United Nations Nuclear Conference Pavilion** – Designed and developed for the National Nuclear Security Administration. Included booth design and setup in Vienna Austria, Interactive Video Displays and Touch Screen Paperless Documentation System.
 - **Nuclear Smuggling Detection and Deterrence (NSDD) Experience** – Created an Interactive installation for the NSDD 20th Anniversary. Included touch screen information kiosks and interactive global map.
 - **Chemical, Biological, Radiological and Nuclear (CBRN) Experience** – Created an interactive installation for CBRN 20th Anniversary. Included Augmented Reality (AR) touch screen kiosks, an Interactive Timeline and a Virtual Reality (VR) Flight Experience.
 - **National Nuclear Security Administration (NNSA) Experience** - Created an interactive installation for NNSA 20th Anniversary. Included touch screen timeline and production of a documentary highlighting the NNSA's achievements.
 - **FEMA Rad Responder Training Materials** – Directed the development of educational video content for national emergency preparedness.

AWARDS

- Recipient of National Nuclear Security Administration Service Accommodation.
- Two-time Telly Award Winner for 3d Graphics / Animation and Video Production.
- Media Post Digital OOH Awards - Programmatic Campaign of the Year for Kylie Jenner

EDUCATION

University Nevada Las Vegas

Bachelor of Science in Finance | 1998