

BRIAN GRAMO

EXECUTIVE CREATIVE DIRECTOR | INNOVATIVE MARKETING | CREATIVE VIDEO | INTERACTIVE SYSTEMS

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Executive Profile

Executive Creative Director and product-minded creative leader with 15+ years leading teams across creative, production, engineering, design, social, marketing, interactive and operations for entertainment, gaming, technology and brand clients. Currently leads executive creative work through R.U.D. Agency, with senior responsibility across innovative marketing, creative video, Roblox development, cloud production and AI consulting.

Combines executive leadership with hands-on technical fluency across editing, shooting, design, livestream production, creative technology, coding and AI-assisted production. Known for translating ambitious ideas into polished campaigns, playable experiences, live programming and repeatable audience systems while keeping clients, stakeholders and distributed teams aligned.

Core Leadership Areas

Executive Creative Direction | Innovative Marketing Solutions | Creative Video Marketing | Product and Audience Systems | Agentic Workflows | Distributed Team Leadership | Client and Agency Leadership | Remote and On-Location Production | Gaming and Immersive Experiences | Cross-Functional Delivery

Career Highlights

- Directs R.U.D. Agency work across marketing campaigns, Roblox development, on-location shooting, cloud production and AI consulting.
- Directed high-visibility campaigns and interactive entertainment work for Roblox, Toyota, Marvel, AT&T, Chipotle, Samsung, Bandai Namco, NFL, Disney and other major partners.
- Built six studios, delivered thousands of live streams and became a named inventor on two U.S. patents.
- Hosted more than 100 METABURST news episodes distributed nationally and viewable through GSTV at gas pumps.

Professional Experience

R.U.D. AGENCY | Executive Creative Director

LOS ANGELES | 2025-PRESENT

Leads executive creative direction for brand, entertainment, interactive and production assignments spanning strategy, concepting, client presentation, design, video and hands-on delivery.

Develops agentic workflows, Roblox concepts and rapid prototypes using ChatGPT, Codex, Grok, Claude, Midjourney, Firefly, Runway, Roblox Studio, Unity and Unreal Engine.

Directs on-location shoots and cloud production while managing distributed teams across art, design, editing, animation and video production.

SUPER LEAGUE | Executive Vice President, Game Studio & Creative

SANTA MONICA | 2018-2025

Led creative, social and game studio operations for a publicly traded gaming and media company delivering immersive entertainment and branded experiences.

Directed integrated campaigns and interactive experiences for Roblox, Google, Logitech, Chipotle, Marvel, NFL, TikTok, Paramount, Lionsgate, Disney, Samsung, Toyota and other global brands.

Unified creative services and game development teams to build socially driven gaming experiences, audience-first branded worlds and repeatable campaign systems. Built and launched cloud-based remote production systems during COVID.

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PROFESSIONAL EXPERIENCE CONTINUED

EMBASSY ROW | Supervising Producer / Digital Producer

NEW YORK | 2014-2018

Produced live and digital programming for entertainment properties on E!, Spike TV and Pivot, including TakePart Live and Adam Carolla and Friends Build Stuff Live.

Managed livestream production, digital workflows, technical operations, audience delivery and cross-platform execution. Led teams from concept through live delivery while balancing creative quality, platform reliability, speed and stakeholder expectations.

SPIN MEDIA GROUP | Director of Syndication / Producer

LOS ANGELES | 2012-2014

Scaled YouTube monetization operations to more than \$10K per month within six months. Rebuilt live-to-drive and post-production workflows, increasing daily output from 4 to 14 videos. Managed content delivery, syndication and technical operations across departments and platforms.

theStream.tv | Founder

LOS ANGELES | FOUNDED 2007

Built studios and produced or aired more than 1,400 live episodes by November 2011. Produced, directed and hosted The Game Show for five seasons, and produced Filmmut and Doc Mock's Movie Mausoleum.

SELECTED BRAND EXPERIENCE

Roblox, Toyota, Marvel, AT&T, Chipotle, Samsung, Bandai Namco, NFL, Disney, Paramount, Lionsgate, Netflix, Riot Games, Epic Games, Twitch and TikTok.

EDUCATION & CERTIFICATIONS

B.S. Computer Science, Montclair State University

YouTube Certified, Audience Growth and Rights Management | Google Analytics IQ | Meta Blueprint Certified

TECHNICAL RANGE

AI & Creative

ChatGPT, Codex, Grok, Claude, Gemini, Midjourney, Adobe Firefly, Runway, ElevenLabs, DaVinci Resolve

Production, Design & Immersive

OBS, vMix, Riverside, StreamDeck, Figma, Adobe Creative Suite, Blender, Cinema 4D, Roblox Studio, Unity, Unreal Engine

Social & Distribution

TikTok, YouTube, Instagram, X, LinkedIn, Discord, Twitch, Threads

Operations

Notion, Airtable, Slack, Google Workspace, Microsoft 365, Monday, Asana, Trello, Miro, Zapier, Make

EXECUTIVE VALUE

Experienced in agency-style delivery, executive stakeholder management and making demanding clients successful while protecting creative quality, schedule and team performance.

SELECTED WORK

- Toyota × Nintendo
- Toyota GRcade
- Twitch HIVEMIND
- Wild 'N Out
- METABURST
- Visa Live at Le Louvre
- LEGO City on Roblox