

RICARDO OLIVEROS

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30 Years Experienced Emmy Winner with thorough knowledge about Motion Graphics, Live-streaming Technology, Live Media Production for News and National TV Networks.

PROFESSIONAL EXPERIENCE

BLACK NEWS CHANNEL / BNC GO

SENIOR DIRECTOR of CREATIVE MARKETING and DESIGN

Tallahassee, FL 2021 - 2022

- Design and create all motion graphics elements to implement network launch for BNC and BNC GO, design and development of bnc.tv
- Determine all graphics, art, and other design elements to use for live news VizRT System, marketing and promotions.
- Develop the general appearance and style of BNC and BNC GO, OTT, APP, Social Media and Promotional Materials for the entire network.
- Manage graphic designers team, review and approve designs, artwork, VizRT front and backend templates, and motion graphics in general developed by other staff members.
- Talk to internal and external clients to develop an artistic approach and style.
- Coordinate activities with other artistic and creative departments for training and department needs.
- Develop detailed budgets and timelines.

BLUMEDIA GROUP

DIRECTOR of CREATIVE SERVICES and PRODUCTION

Dallas, TX - 2008 - 2021

- Built corporate brand and image, internet and street advertising products campaign. Managed all aspects of media production, Live broadcast, web design, photography, video and social media from concept to final execution.
- Implemented and installed an online network television system which resulted in an increase of appointment revenues to a 1 million dollars.
- Planned, coordinated and organized multiple projects. Created layouts and designed artwork used for livestream broadcast on a 24/7 network.
- Conceptualize promotional campaigns designs print, television, social media and OTT services, supervising Camera shooting, Lighting design, Editing and Audio.
- Work with production crews to make the most out relationship with the community to create ideas and contribute creatively to 360 campaigns designs. Produce, shoot and edit for lineal Television News operations for the Dallas, Houston and Miami markets with 2 daily live shows and 4 live on tape productions Monday to Friday, including Motions Graphics PKGs.

UNIVISION / TELEVISA

PRODUCER / SENIOR EDITOR

MIAMI, FL 2003 - 2008

- 3 Times Emmy Live News Producer. Formally work on univision.com
- Directed filming on location and video shoots as requested with internationally renowned artists.
- Promoted new ideas and created innovative graphics to enhance each project with the use of Final Cut Pro, After Effects, AVID, Premier, DaVinci Resolve, Photoshop.
- Managed and edited all aspects of television promos, psa's and editorial pieces from inception to final delivery while adhering to strict guidelines and deadlines for local and national live television.

EDUCATION

2019 - Present

MA in Media Arts and Worship Dallas Theological Seminary

2001 – 2003

Orange Technical College

Associate in Television Production Design

1997 – 2000

UCLA - Venezuela

Bachelor's in Journalism

1994 – 1996

IUTIRLA - Venezuela

Computer Analyst

SKILLS / COMPETENCIES

Highly computer - literate, experienced in both Windows and Mac Platforms. Adobe Photo Shop, Premier, Illustrator, After Effects, Adobe XD, Final Cut Pro, DaVinci Resolve, Avid, Word Press Programming, Office Word, Excel, Access, Power Point, Web Designer, iPhone App Developer, 3 Times Emmy Award Winner.

Action Oriented – Approachability – Dealing with Ambiguity – Command Skills – Composure – Conflict Management – Creativity – Project Focus – Timely Decision Making – Delegation – Directing Others – Managing Diversity – Learning on the Fly – Listening, Negotiating, Teamwork – Problem Solving – Process Management – Strategic Agility – Building Effective Teams