

JUSTIN BUNNELL

CREATIVE DIRECTOR | BRAND, DIGITAL CONTENT & INTEGRATED PRODUCTION

Relocating to Orlando, Florida in August 2026 | jlbunnell@gmail.com | www.justinbunnell.com

EXECUTIVE PROFILE

Creative and brand leader with 20 years of experience translating business objectives into video, advertising, digital content, live experiences, and consumer-facing brand systems. Founder of a creative production company and the Venetian hospitality and beverage brands, with direct accountability for creative quality, schedules, budgets, customer engagement, and business performance. Leads multidisciplinary production crews and seasonal hospitality teams of 7-12 while building practical AI-enabled tools that improve training, consistency, inventory visibility, and daily operations.

LEADERSHIP & CREATIVE CAPABILITIES

Creative Direction | Brand Development & Stewardship | Integrated Campaigns | Video & Digital Content | Social Media & Event Promotion | Web & Sales Materials | Team Leadership & Coaching | Creative Operations | Workflow & Resource Planning | Stakeholder Management | AI-Enabled Creative Workflows | Hospitality & Consumer Experience

PROFESSIONAL EXPERIENCE

RetroMotion Creative | Founder, Creative Director & Executive Producer

Vermont / Remote | 2011-Present

- Lead creative strategy and execution for branded content, advertising, marketing video, motion graphics, visual effects, web content, and sales-support materials from initial brief through final delivery.
- Translate client goals into audience-centered creative concepts, treatments, scripts, visual direction, production plans, and channel-ready deliverables while maintaining brand consistency and technical quality.
- Assemble and direct multidisciplinary production teams typically including a cinematographer, sound engineer, gaffer or grip, production assistant, and two to three actors for larger productions.
- Manage concurrent projects, budgets, schedules, client approvals, vendors, contractors, production logistics, review cycles, quality control, and final delivery under demanding deadlines.
- Collaborate remotely with producers and creative partners, including current visual-effects work for a feature film, using structured feedback and version-management workflows.
- Selected clients include Casella, Union Mutual, Vermont Economic Development Authority, Vermont Symphony Orchestra, Phoenix Feeds, Healthy Living, Spectrum, and O'Brien Brothers.

Venetian Soda Lounge & Venetian Beverage | Founder, Creative Director & Brand Operator

Burlington, Vermont | Aug 2022-Present

- Created and stewarded the Venetian consumer brand across identity, environment, marketing, live programming, digital content, service standards, and guest experience for a cocktail, craft-soda, and entertainment venue.
- Lead and coordinate a seasonal team of 12 spanning operations management, bar leadership, booking, stage management, social media, bartending, serving, and support functions; establish expectations, training, and accountability across roles.
- Plan and promote approximately 100 annual shows, themed experiences, and private events through social media, video, photography, web content, promotional design, email communication, and community partnerships.
- Built Venetian Ginger Ale from the ground up, including brand identity, logo, packaging and label design, sales materials, digital content, and experiential promotion including a mascot (Gingy 9000 activation.)
- Develop creative campaigns and guest-facing materials with direct responsibility for reservations, ticket sales, event attendance, private-event inquiries, customer experience, and revenue performance.
- Partner across creative and operational functions to align priorities, staffing, budgets, purchasing, timelines, and execution while maintaining a consistent brand expression.

AI-ENABLED INNOVATION & OPERATIONAL SYSTEMS

Developed practical, staff-facing applications and workflows to improve speed, consistency, training, and decision-making at Venetian, including:

- A staff operations hub integrating table reservations with an iPad-based resource for SOPs and daily information.
- Opening and closing procedure tools, recipe management, inventory tracking, and drink-costing applications.
- The Venetian Guild training application, using themed slide-based modules to teach SOPs, hospitality expectations, and bar standards to new employees.
- AI-assisted workflows for ideation, visual development, content creation, design exploration, and filmmaking, with attention to brand quality and practical business use.

EARLIER CREATIVE LEADERSHIP

Burlington College | Adjunct Professor, Motion Graphics

Vermont | Sept 2014-May 2015

- Developed and taught Adobe After Effects and advanced editing coursework, coaching students through creative and technical projects while establishing clear standards and feedback.

Mt. Mansfield Media | Video Producer & Lead Editor

Vermont | Jan 2009-Jan 2011

- Produced advertising and branded content for regional broadcast and digital platforms, coordinating clients, producers, schedules, media workflows, and delivery specifications.

Edgewood Studios | Lead Film Editor & Visual Effects Supervisor

Vermont | Jan 2005-Jan 2009

- Led editing and visual-effects workflows for independent feature films and documentaries, coordinating artists, media assets, review cycles, technical quality, and final delivery.
- Contributed to projects featuring Jesse Eisenberg, Sean Astin, Bruce Campbell, Larry King, and Morgan Fairchild, among others.

CREATIVE & BUSINESS TOOLS

Creative: Adobe After Effects, Premiere Pro, Photoshop, Illustrator, DaVinci Resolve, Canva, motion graphics, editing, visual effects, photography, video production, and WordPress.

Operations: Google Workspace, Microsoft Office, Square POS, QuickBooks Online, project documentation, budgeting, scheduling, resource planning, quality control, and staff training.

Leadership: Creative direction, team coaching, client presentations, stakeholder communication, vendor management, distributed collaboration, workflow design, and hands-on execution.