

JOHNNY ROYAL

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Established creative and financial executive looking for mid-high level business development and marketing strategy opportunities with established institutions.

SKILL HIGHLIGHTS

CREATIVE

Video Direction (Director, Writer)

Video Producer (Pre & Post)

Video Editing (Premiere, Final Cut, Avid)

Video Photography (Red Epic, ARRI, Sony)

Visual FX (After FX, MAYA, Smoke, Flame, Nuke)

Digital Design (Photoshop, In-Design)

Color Correction (DaVinci Resolve – Black Magic)

Scoring & Composition (Pro-Tools, Logic)

MARKETING

Global Brand Strategy

Social Media Strategy

Media Buying (Ocean, Cyfe)

Brand Partnerships

Project Management

Product Launch

Communications Strategist

Business Development

PROFESSIONAL EXPERIENCE

PRAETORIAN MOTION PICTURES – LOS ANGELES, CA

CHIEF BUSINESS DEVELOPMENT OFFICER

11/17 –

PRESENT

- Develop new relationships and sell prospective branded production campaigns to clientele looking for creative assets for their brands.
- Coordinate with high net-worth individuals for frequent capital raise to acquire investments for building company infrastructure.
- Sales quota of \$100,000 per month has been exceeded since start.

DRAGON CREATIVE AGENCY – LOS ANGELES, CA

CHIEF CREATIVE OFFICER

9/14 – 11/17

- Produce and oversee development of all creative assets for all key agency accounts including Peavey Electronics, L'Oreal, Kia Motors, and Allergen.
- Develop and direct strategy for launch of new assets with client and agency department counter-parts.
- Acquired \$4.2 MM revenue in the first 2 years.

**INDELIBLE MEDIA CORP – NEW YORK, NY / LOS ANGELES, CA /
PARIS, FRANCE**

CHIEF MARKETING OFFICER

2/05 – 9/14

- Successfully completed a Mezzanine structured merger & acquisition with two companies under my ownership into iNDELIBLE Media Corp. and transitioned from CEO to CMO under the new Board of Directors.
- Developed, initiated and launched business plans and authored global marketing strategies for key accounts including Sephora, MAC, Sears, Proctor & Gamble, Louis Vuitton.
- Managed the agency's 100+ Marketing and Business Development personnel under my authority.

PNC INVESTMENT BANK – PITTSBURGH, PA

SENIOR INVESTMENT BROKER

1/02 – 8/04

- Managed a book of business worth \$120 Million in Assets built from cold calling and identifying potential clients through their financial patterns and risk assessment.
- Provided strategic planning for the equity, debt, and futures markets to clients.
- Held the Series 7, 63, 65, and 31 licenses

MORGAN STANLY – NEW YORK, NY (2 WORLD TRADE CENTER)

INSTITUTIONAL EQUITY TRADER

9/99 – 8/01

- Developed Institutional Buy-Sell DVP relationships and trade managed.
- Provided technical analysis on Capital Markets to brokerage team.

EDUCATION & HONORS

B.A., B.S., DOUBLE MAJOR: FINANCE & MUSIC PERFORMANCE 1999

WESTMINSTER UNIVERSITY, London, England

SAINT VINCENT COLLEGE, Latrobe, Pennsylvania

- Awarded the Wall Street Journal Scholarship

THE JUILLIARD SCHOOL, New York City, New York

ADVISOR FOR DARPA

2010

MEMBER OF MENSA HIGH IQ SOCIETY

1984-PRESENT

OFFICER OF SMP #307 FREEMASONIC LODGE

SENIOR DEACON

MEMBER OF LA AND GUTHRIE SCOTTISH RITE

-PAST COMMANDER OF KADOSH

-ORATOR OF CHAPTER ROSE CROIX

-ASSISTANT DIRECTOR OF THE WORK FOR LASR