

# Mike Montemarano

San Diego, CA | 858-243-0916 | [LinkedIn](#) | [monte-creative.com](#) | [mikejmonte@gmail.com](#)

## EDUCATION

---

### The Art Institute of California – San Diego

San Diego, CA

Bachelor of Science in Media Arts & Animation

Graduation Date: May 2011

- Contributed story writing, animation, editing, pipeline management, and sound design for two student short films: *Bear and Work*

## WORK EXPERIENCE

---

### Epic Games | Psyonix LLC (Acquired)

San Diego, CA

Video Production Director

May 2019 – October 2023

- Directed and supervised the creative direction and video production for the highly successful video game franchise Rocket League, including Rocket League Sideswipe, Rocket Racing and Rocket League Esports.
- Oversaw annual production budgets of \$4M+, driving the execution of 200+ trailers, videos, and promotional assets from script development to localization, resulting in 230M+ YouTube views, not including social and paid media.
- Led the creative themes, narratives, brand strategy, and promotional materials for 20+ original seasons and 50+ collaborations and partnerships with Fortnite, Disney, Star Wars, and Jurassic World among many other strategically complementary partners, products, and titles.
- Collaborated closely with game design, marketing, and brand teams to strategize and execute 200+ impactful, long- and short-term promotional campaigns, achieving significant increases in revenue and engagement from new and lapsed players within the Rocket League, Fortnite, and Epic Games ecosystem.
- Managed all aspects of the video production pipeline including scriptwriting, storyboarding, CG, cinematics, animation, motion graphics, editorial, videography (including live event), and design for marketing and promotional campaigns for the Rocket League franchise games and Esport.
- Guided and mentored a diverse video production department of 12 staff and 20+ vendor partners and contractors while working across development and publishing teams.

**Partners, Products, and Titles:** *Rocket League, Fortnite, Netflix, Disney, Nike, LucasFilm, Warner Bros., DC, Universal, Pixar, Nintendo, Star Wars, Cars, Jurassic World, Batman, Fast & Furious, James Bond, Ghostbusters, Stranger Things, Hotwheels, Transformers, NFL, NBA, MLB, Formula 1, NASCAR, Ford, BMW, Ferrari, Lamborghini, McLaren, Bugatti, Nissan, Honda, Puma, Verizon, Monstercat, Grimes, Kaskade*

### Psyonix Inc

San Diego, CA

Video Production Lead

May 2016 – May 2019

- Led and directed video production and creative direction for the highly acclaimed video game franchise Rocket League. Oversaw the creation and production of all internal and external trailers, branding, and promotional material for green lights, milestones, and unannounced and launched titles, along with collaborative projects with partnered titles, brands, and products.
- Results include 80M+ YouTube views not including social and paid media along with Rocket League becoming a top-five console franchise across PC, PlayStation, and Xbox.
- Built and managed the growth of an in-house video production department and pipeline from the ground up, instrumental in propelling one of the most popular video games to unprecedented heights of success.

- Conceptualized, edited, captured, and animated 50+ core trailers, cinematics, and videos for key DLC, IP partnerships, and in-game event launches, driving dynamic marketing and promotional campaigns to elevate brand visibility and audience engagement.
- Spearheaded the conceptualization, editing, capture, and animation for trailers and videos for major Rocket League launches, including Xbox, Nintendo Switch, and Free To Play.
- Developed processes for video production and creative media teams, including in-house capture pipelines, asset management, file storage infrastructure, and content review systems.

## Experiences For Mankind

San Diego, CA

Video Producer

September 2011 – June 2015

- Primary video producer on 20+ clients and pitches, responsible for concepting, editing, filming, 3D animation, motion graphics, design, sound design, and VFX.
- Collaborated closely within a full-service creative branding team to produce a wide range of creative development for video and promotional assets.
- Contributed to the creation of 100+ videos, spanning pre-production, live-action shoots, and final distribution.
- Supported in the design of various branding and ad campaigns for key clients such as Sony Electronics, The Mirage Las Vegas, and Qualcomm.
- Developed unique video related content ranging from comprehensive cross-platform brand video suites to internal and pitch materials, as well as large-scale billboard video projections.

**Clients and Brands:** Sony Electronics, The Mirage Las Vegas, Qualcomm, Art of Shaving, Siemens Healthcare, Astroglide, Rainbird, Active Network.

## Monte Creative

San Diego, CA

Creative Director | Video Producer | Video Editor | Brand Strategist

June 2011 – Present

- Creatively directed, produced, and executed a diverse range of video, animation, and branding projects for over 12 clients and brands.
- Conceptualized, edited, filmed, animated, and designed 50+ core marketing, lifestyle, infographic, and music videos and trailers for a variety of products and clients.
- Supported partnering creative agencies in the development of core marketing and pitch campaigns to elevate brand identity, visibility, and audience engagement.
- Designed logos and various graphic assets for clients and partners, serving as integral components of and distinct from video and motion graphics projects.

**Clients and Brands:** LinkedIn, Psyonix, EFM, Magnetic Creative, Look Mister, Same Same But Different, Hollywood Principle, Carlisi Creative, Monte Vista Group, IPL

## INTERNSHIP

### Magnetic Creative

San Diego, CA

Video Editor | 3D Production Artist

May 2010 - Aug 11

- Supported production with video editing, animation and 3D art for the development of multiple video and branding campaigns for a variety of brands and products.

**Clients and Brands:** VIZIO, LG, Fugoo, Pieology, Gen-Probe

## SKILLS & INTERESTS

**Skills:** Video Editing | Motion Graphics | Cinematography | Branding | Music Production | Writing | Graphic Design

**Tools:** Adobe CC Suite | G Suite | Unreal Engine | Davinci Resolve | Frame.io | Syncsketch | Jira/Confluence | Smartsheet | Wrike | Trello | Ableton | Pro Tools

**Interests:** Film & Television | Video Games | Board Games | Music Production & Performance | Art | Traveling