

TRAVIS LUPHER

PROMOTIONS MANAGER / CREATIVE DIRECTOR

CONTACT

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Denver, CO

SKILLS

- Leading Effective Teams
- Project Management
- Budget Management
- Video Production
- Concepting
- Creative Direction
- Writing
- Producing
- Directing
- Shooting
- Editing
- Motion Graphics
- Sound Design

TECHNICAL SKILLS

- Adobe Creative Suite
- Final Cut Pro
- Cinema 4D
- Microsoft Suite

EDUCATION

Red Rocks Community College

Degree: Multimedia Technology/
Motion Graphics & Animation

AWARDS IN TELEVISION

15 REGIONAL EMMY AWARDS
9 NATIONAL GOLD PROMAX AWARDS
5 NATIONAL SILVER PROMAX AWARDS
7 NATIONAL SILVER TELLY AWARDS
2 NATIONAL BRONZE TELLY AWARDS
16 COLORADO BROADCASTERS
ASSOCIATION AWARDS OF EXCELLENCE

PROFESSIONAL PROFILE

High performing creative manager and energetic leader with a passion for creating and building high quality, effective marketing content designed for multiple platforms. Hands-on creative direction managing multiple award-winning video and digital campaigns from concept to completion.

WORK EXPERIENCE

E.W. Scripps Company | Denver7

Manager, Creative Services

2021-Present

Leading a high performing team of producers, creating bold and unique research-driven news promotion and campaigns.

- Collaborating with all departments to develop innovative marketing strategies on multiple platforms to advance the brand and expand the reach of Denver7 and Local3
- Leading creative teams, building trust, driving efficiency and results while encouraging growth and development
- Developing creative campaigns, managing and overseeing production from concept to completion
- Assist in planning, budgeting and executing all outside marketing campaigns

Senior Producer, Creative Services

2016-2021

Concepting, writing, producing, directing, shooting and editing multiple award-winning productions.

News Promotion

- Partnering with news director, executive producers, reporters and photographers to create memorable topical promotion
- Collaborating with creative services director, general manager and director of strategic partnerships to design nationally recognized image promotion and public service announcements

Commercial Production

- Partnering with sales and directly with clients to develop and produce compelling advertising campaigns across multiple platforms
- Managing production budgets and timelines to ensure quality and efficiency

ClickBank

Senior Multimedia Designer

2014-2015

- Leading design department, creating a wide range of multimedia marketing materials and delivering consistent revenue growth.

Advanced Career Technologies

Multimedia Designer

2009-2013

- Concepting and developing marketing materials across video, digital and print, which drove an increase in revenue year-over-year.