

DUSTIN TARO MAENO

CREATIVE DIRECTOR

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| ◆ Creative Direction | ◆ Video Development and Production | ◆ Cross-platform Marketing Integration |
| ◆ Turn Key Content Creation | ◆ Audience Engagement Optimization | ◆ Campaign Planning and Execution |
| ◆ Partner & Vendor Manager | ◆ Brand Storytelling and Messaging | ◆ Creative Video Asset Optimization |
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Creative Services Director, Marketing Video & Art

Hi-Rez Studios, Atlanta GA | 2021 - 2024

- Led end-to-end marketing content production for 6 game IPs
- Managed internal and external teams - 20+ individuals for all marketing assets.
- Produced 400+ video assets and designed 4,000+ individual art assets for SMITE 2 in 2024
- Boosted social media engagement by 100K views per post, refining strategies and maximizing visibility.
- Amplified presence and crafted narratives, 15x increase in average post views, from 10K to 150K per post.

Senior Publishing Producer

Hi-Rez Studios, Atlanta GA | 2018 - 2021

- Created go-to-market content - leading brand and driving multi-channel engagement.
- Reduced 40% outsourcing costs - onboarding and mentoring the marketing art team to optimize the art pipeline.
- Streamlined asset requirements across publishing platforms, reduced 20% production time.
- Delivered 2000+ assets annually via product launches and campaigns, while leading a team of 15+ creatives.
- Led asset creation -end to end, including video, art, and promos
- Cultivated two YouTube channels, SMITEGame and PaladinsGame, each surpassing one million subscribers - over 40 Million Hours Watched.

Senior Video Editor

Hi-Rez Studios, Atlanta GA | 2016 - 2018

- Successfully launched three full games across all major gaming platforms, delivering major trailer campaigns, partner/platform-specific content, and ad cuts to support each game's marketing strategy.
- Optimized the video production pipeline and processes with a reduced team of editors, resulting in a 18% reduction in feedback cycles and faster delivery of final assets.

Video Editor

Hi-Rez Studios, Atlanta GA | 2014 - 2016

- Directed post-production workflows, maintained quality standards across video projects
- Developed and implemented marketing pipelines for the console release of HiRez Games.
- Doubled player counts for SMITE and Paladins on PlayStation and Xbox, while contributing to the initial marketing release's success.
- Increased 27% viewership, enhanced audience engagement, and broadened reach by developing and facilitating community-oriented content with developers.

Camera Dept. Assistant

IATSE Union 479, Atlanta GA | 2012 - 2014

- Supported camera department by managing equipment. Tracked shot lists and manage Film loading. .
 - Earned the prestigious Saturn Award for outstanding contributions to AMC's The Walking Dead Season
 - Contributed to the top-rated TV productions of 2012/2013 by executing roles, including Production Assistant, Camera Asst., and Film Loader.
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PROGRAMS

Adobe CC, Final Cut, Slack, JIRA, Confluence, Youtube Analytics,

EDUCATION

BFA, Media & Film @ Valdosta State University **2008 - 2012**