

R. Scott Vivilecchia

A Visual Storyteller with over a decade of experience delivering poignant, strategy-driven content. I'm proficient in all phases of video production—from concept through delivery. With a distinctive blend of creative and technical expertise, I create video and digital experiences that educate, inform, and entertain.

Core Competencies

Pre-production:

- Research
- Strategy
- Script writing
- Story-boarding

Production:

- Directing & interviewing
- Videography/Photography
- Recorded or live productions
- Studio or on-location set-up

Post-production:

- Video editing
- Color correction/grading
- Motion graphics
- Sound design
- VFX
 - Chroma keying
 - Rotoscoping
 - Motion tracking

Software: Adobe CC (Premiere, After Effects, Audition, Photoshop, Illustrator), Davinci Resolve, Red Giant, ProTools, Microsoft Office, Google Suite

Camera systems: Blackmagic, Canon, Panasonic, Sony

General Skills: Graphic design, Typography, Illustration, Animation, Photo editing, File management, AI enhanced workflow

Work Experience

Filmmaker, Designer & Content Creator

2019 - Present

VIVI Productions

- Use a well-honed research process, meticulous strategic planning and thoughtful visual storytelling to create results-driven video and multimedia content for a diverse range of clients
- Consult on strategy, trends and tech requirements for social media platforms and the web, leading to deeper engagement and increased call to action follow-through on campaigns
- Partner with clients and their subject matter experts throughout the entire product life cycle - strategy, production, distribution, and evaluation
- Build consistent brand identities across channels, increasing recognition and content engagement

Video Production Specialist

2013 - 2019

Voya Financial

- Collaborated with Fortune 500 and large government clients on award-winning educational videos that drove engagement with their unique employee benefit plans
- Worked with the executive leadership team to plan, shoot, edit, and deliver engaging, meaningful video content that moved the needle on hundreds of sales pitches and marketing campaigns
- Contributed to the evolution of brand standards for video and web content

Creative Services Designer

2004 - 2013

Voya Financial, ING, CitiStreet

- Designed visual assets, including videos and web apps, to support sales efforts and enhance client engagement
- Developed client-branded multimedia content that increased retirement plan participation

Education

B.F.A. Graphic Design — Lesley University

Pending, Dec. 2024

A.S. Graphic Design — County College Of Morris

1998