



# CREATIVE PORTFOLIO

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Dane Neves



## ABOUT DANE

What started with a film degree and a dream has evolved into a passion for storytelling with the goal of empowering people and communities. My creative endeavors, which include video production & content creation, marketing & branding, photography, and corporate communications, have acquired over 40 local, national, and international awards.

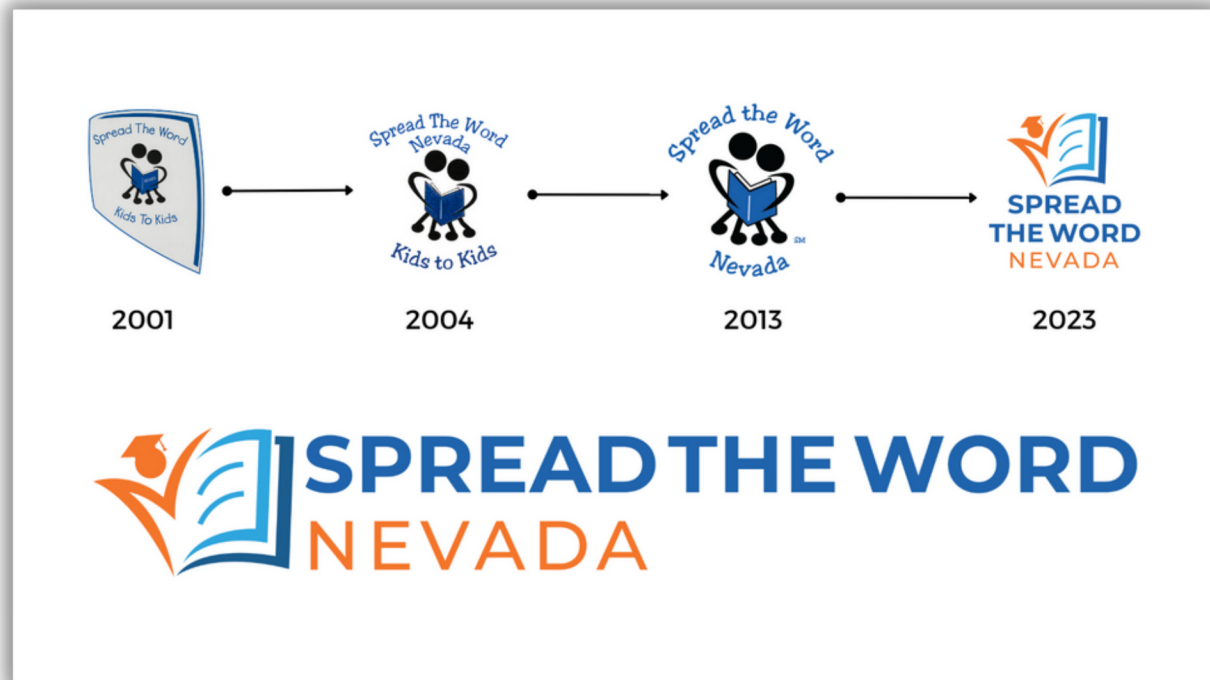


The honor has been mine to produce Hawai'i's largest student video competition awards program for 7 years, to write the libretto for and perform in a live musical production honoring the top advertising and creative design talent in Hawai'i, and to lead the corporate rebranding efforts of Nevada's largest children's literacy non-profit during a time of dynamic expansion.



As a champion of creativity, continually learning from, engaging with, and supporting like-minded individuals and organizations has been the ultimate adventure.





**Rebranded Logo**, designed by Lisa Nelsen of Coruzzi Communications



**Outreach**



**Apparel**



**Annual Report**



**Crate Boxes**

## CORPORATE RE-BRANDING

*Spread the Word Nevada • 2023*

This refreshed look demonstrates the organization's modernized approach at tackling the decades-long issue of low childhood literacy rates in Nevada, while maintaining its core values of compassion and kindness.



**Trifold Brochure**



## YOUTH XCHANGE

*'Ōlelo Community Media • 2016-2022*

The Youth Xchange Statewide Student Video Competition is Hawai'i's premiere and only statewide youth video competition open to all ages (elementary, middle, high, and college). Youth Xchange empowers youth to identify and bring critical community issues to the forefront via uneditorialized video content.

Students are able to compete in sponsored and general categories such as Mini Documentary, Public Service Announcement, and Shorts. The video competition culminates at the annual awards banquet celebrating the achievements of the talented students and teachers.

As the awards show Producer for 7 years, I oversaw the key art and collateral production, event promotions, the live broadcast, and the run-of-show.







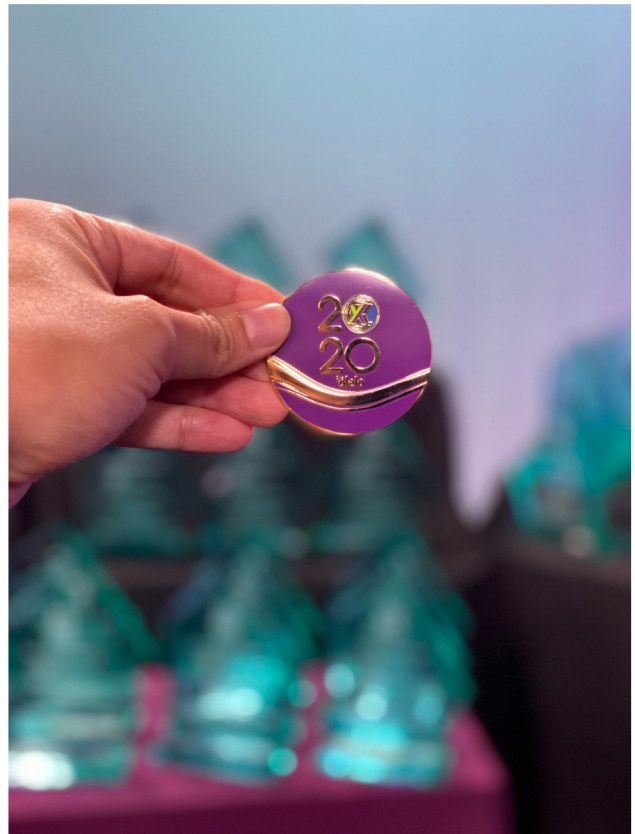
**Video Lower Third Graphic**



**Full Page Video Graphic**



**In-Studio Recording, hosted by Brooke Lee**



**Enamel Pin**



**Production Crew**

## **YOUTH XCHANGE 2020**

*'Ōlelo Community Media • 2020*

Due to the global pandemic, a virtual awards program was produced in lieu of the annual awards banquet in 2020 and 2021.

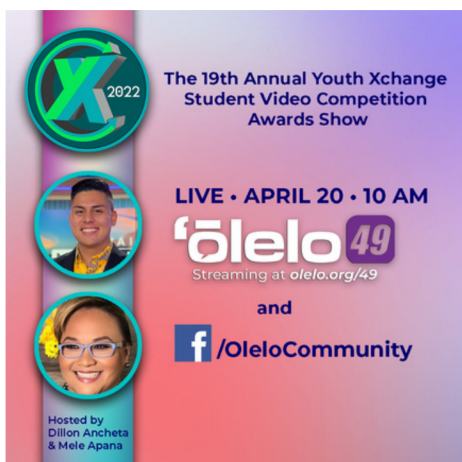
Gold and purple coated the event's key art.

The program premiered concurrently on 'Ōlelo's television channels, on 'Ōlelo's YouTube channel, on 'Ōlelo's Facebook page, on 'Ōlelo's Video On Demand internet platform, and on 'Ōlelo's mobile app.





Video Lower Third Graphic



Social Media Ad - Live Broadcast



Enamel Pin



Awards Banquet, hosted by Dillon Ancheta and Mele Apana at the Hawai'i Convention Center

## YOUTH XCHANGE 2022

*'Ōlelo Community Media • 2022*

The 19th annual Youth Xchange Student Video Competition welcomed students and teachers back to an in-person awards banquet at the Hawai'i Convention Center. The theme was "Come Together", adopting a vivid pastel palette.

The awards banquet was broadcast live on one of 'Ōlelo's traditional television channels and simultaneously streamed on 'Ōlelo's Facebook page.

Additional physical items created for this event include vinyl banners for winning student video teams to take back to their schools, two variations of "red carpet" press walls, enamel pins, and various table signage.



Streaming Thumbnail



Social Media Ads

## MELE A'E

'Ōlelo Community Media • 2021

Mele A'e (Raise the Music) presented by 'Ōlelo Community Media and Summit Media provides a venue for aspiring musical artists, local to the island of O'ahu, Hawai'i, to introduce themselves to audiences in Hawai'i and beyond, to display their talents, and launch their careers.

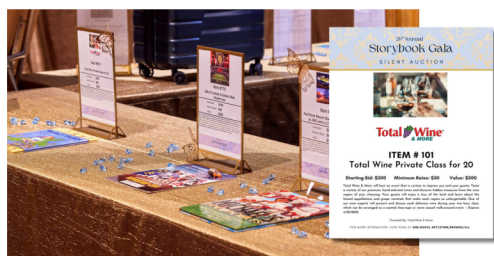
Each episode premiered concurrently on 'Ōlelo's television channel 53, on 'Ōlelo's YouTube channel, on 'Ōlelo's Facebook page, on 'Ōlelo's on-demand internet platform, and on 'Ōlelo's mobile app.

I was tasked with both managing the audition process of the series and creating a robust social media campaign designed to showcase the featured artists as well as attract new ones to be on the show.





Live Auction Poster



Silent Auction Item Signs



Library of Dreams



Program Book

## STORYBOOK GALA

Spread the Word Nevada • 2023

Spread the Word Nevada's Storybook Gala is one of the most treasured community events Las Vegas has to offer. Amassing over 625 attendees, and raising over \$700,000 to provide books and literacy resources to Nevada's children in need! The 20th annual gala, held at the ARIA Resort & Casino, appropriately embraced a Cinderella theme.

As Spread the Word Nevada's Marketing Manager, my role was to oversee the creation and execution of the event's print and digital collateral, which includes invitations, signage, program books, table gifts, social media campaigns, and video graphics. I also directed the AV portion of the run-of-show.

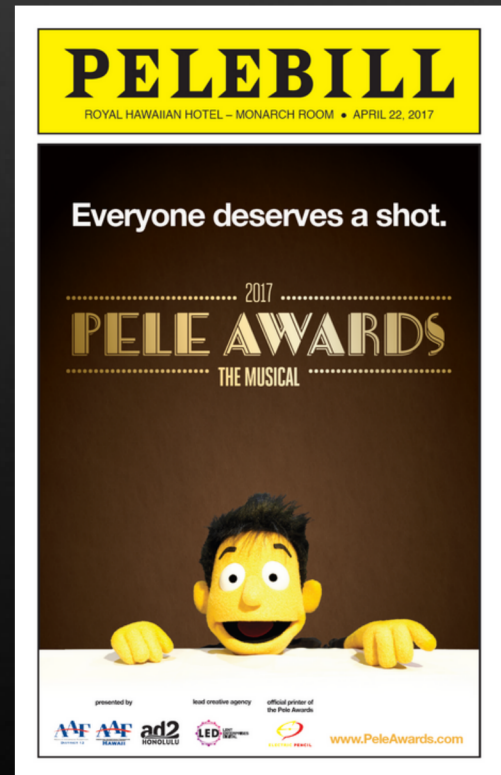
I worked closely with the creative team of Meow Wolf Las Vegas, the sponsor of Library of Dreams. This was a unique fundraising opportunity that allowed attendees to donate to our cause and walk away with a children's book. A handful of lucky winners found a surprise within their books - passes to Meow Wolf's Omega Mart at AREA15.





## Pele Awards • 2017

Held at the Royal Hawaiian Hotel's Monarch Room, the 2017 Pele Awards gave me the opportunity to collaborate as the Musical Director with Jason Lent of LENT Enterprises, the ad agency selected to produce the 2017 awards show. The storyline follows the trials and tribulations of Dane the Puppet, a young ad intern trying to get his foot in the door, loosely mirroring Lent's real life experiences in the industry. With 10 original songs written by me, and performed by local singers, actors, and dancers, *Pele Awards: The Musical* proved to the audience's industry professionals that Everyone Deserves A Shot.

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**Program Book** designed by Chase Conching





Portrait Photography





Photos shot on a Sony a7ii mirrorless camera and edited in Adobe Lightroom and Photoshop







Awards Poster



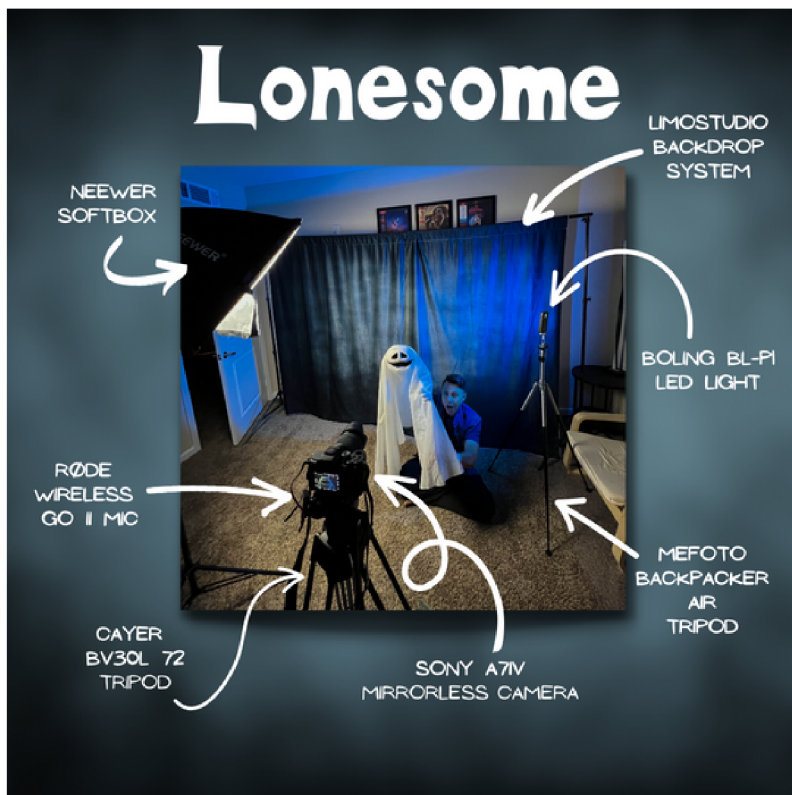
Video Interview Layout



YouTube Thumbnail



Social Media Promotional Graphic



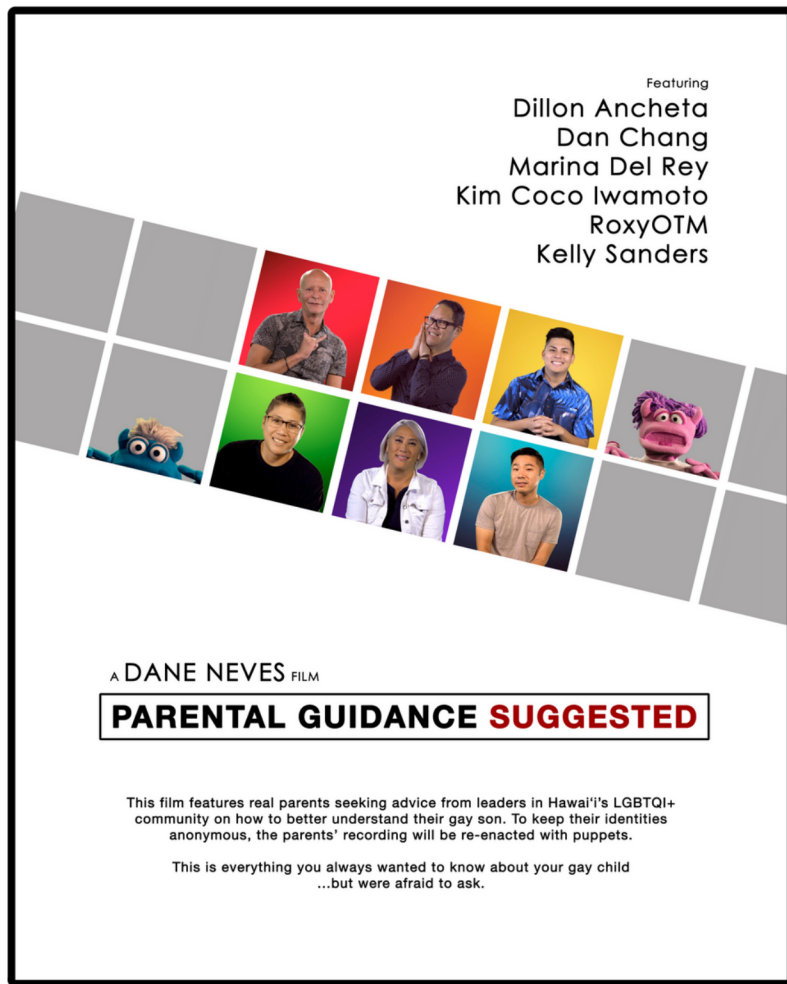
## WEB SERIES

*Lonesome* • 2020-Present

A YouTube series hosted by a ghost puppet, *Lonesome* (performed by myself), featuring creatives living their best life in the new (para)normal.

What started as a fun quarantine project to pass the time blossomed into a golden opportunity to connect with fascinating people from around the world, sharing the horror stories of their art, sport, hobby, cause, or profession. From real estate to raves, from books to boutiques, from politics to porn, *Lonesome* fears no topic.

Each season of *Lonesome* is comprised of 10 episodes and each episode of takes roughly 2 weeks to produce. This includes recording a raw virtual interview with the featured guest, scripting and recording the puppet host's footage, editing, and a social media campaign promoting the episode before and after it premieres on YouTube.



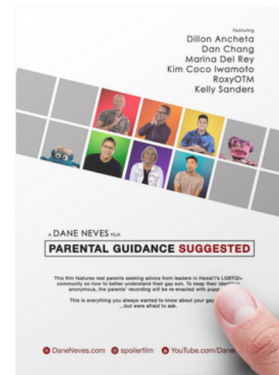
Original Poster



Promotional Teaser Image



Awards Banner



Postcard



Social Media Ads - Cast Members

## DOCUMENTARY FILM

*Parental Guidance Suggested • 2020*

Real parents (in the form of puppets) seek advice from leaders in Hawai'i's LGBTQI+ community advice on how to better understand their gay son. This short documentary had a successful film festival run from 2020 through 2022.

All promotional materials for this film featured the six main cast members against a canvas representing the colors of the LGBT flag.



## SHORT FILMS

*The Monkeyboy Fever • 2008*

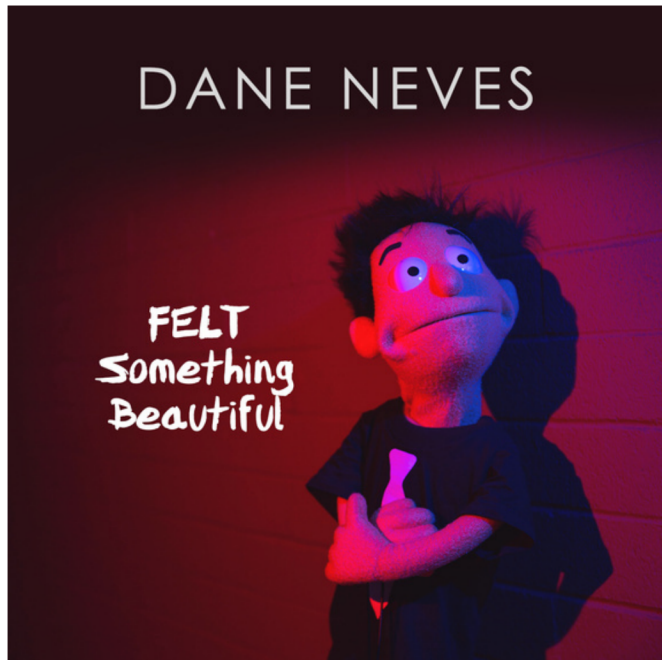
*The Green Tie Affair • 2010*

*Giant Monsters Attack Hawaii! • 2011*

Poison Apple • 2012

To showcase my independent short films' accolades at the end of their film festival run (approx. 2-3 years), posters, exhibiting awards and official selection olive wreath laurels, were designed, printed, and displayed. The designs were also repurposed for social media circulation.

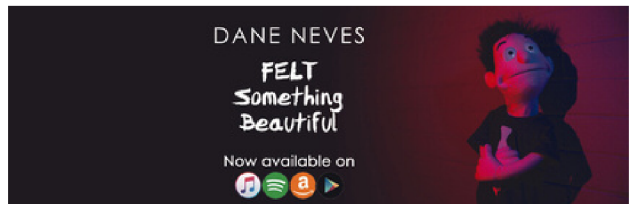




Album Artwork, photographed by Candace Izumi



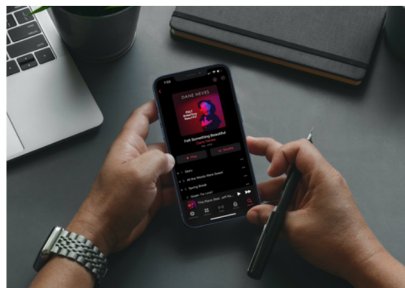
Limited Edition Vinyl



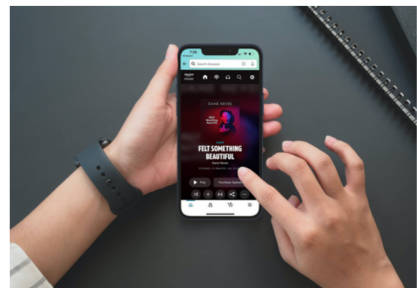
Facebook Banner



Spotify



Apple Music



Amazon Music

## MUSIC ALBUM

*FELT Something Beautiful* • 2018

Released on all major digital music platforms, *FELT Something Beautiful* is a 10-track concept album written and performed by myself and produced/engineered by Brandon Nitta. The majority of the songs are extended, professionally re-recorded versions of original songs featured on soundtracks from my musicals such as *The Green Tie Affair*, *Giant Monsters Attack Hawaii!*, and *Poison Apple*.

The album cover was photographed by Candace Izumi. It accompanied the digital release of the album on July 10, 2018. It was later printed on a limited edition vinyl record.

110 music videos for each of the album's 10 songs were produced, showcasing my array of puppet characters including my puppet doppelgänger featured on the album cover.



DaneNeves.com