SONNY G.

ENTERTAINMENT PROFESSIONAL

CONTACT

info@sonnyg.org

(720) 371-6801

www.SonnyG.org

Denver, CO

EDUCATION

UNIVERSITY OF COLORADO - DENVER
Student - Studying Criminal Justice/Pre-Law -2022

ABOUT

Innovative Entertainment Professional & Producer with 15 years of experience in all aspects of live events, on-camera & theatrical production. Visionary creator, editor, storyteller, and business operations manager with demonstrated ability to take an idea from concept to delivery to produce entertaining and inspiring products for social media platforms, broadcasts & live audiences. Professional Actor, Master on-stage performer & television host.

Expertise in preproduction logistics, planning, production, custom graphics composition, special effects, and asset management. Professional on-camera talent, Teleprompter & ear Prompter Proficient with Strong Improv, and on-the-spot Interviewing skills.

EXPERIENCE

EXECUTIVE PRODUCER & CREATOR

(2012 - Present)

- Founded American Music Icons, LLC. Entertainment
- Directed marketing efforts for Regional & National Concerts - consecutive sold out tours (2014 - 2019)
- Created & produced "The Tribute Show™" Original Web Series based in Colorado (2019 - Ongoing).
- Executive Producer - Hi-Phi Entertainment (Boulder, CO) Tribute Concert Productions (2015 – 2018)
- Created & Produced "The Hallowen Horror Experience™" Southern Colorado's Annual Community Halloween Event (2018 – Ongoing)
- Formulated, Produced & Distributed Branded Content, Press Releases, Promo Videos & On-Camera Commercial Spots for Broadcast, Print, & Social Media
- Hired on-camera talent, artists, directors, and crew members to work on concert tours, theatrical shows, live events, film & commercial projects
- Supervised production team of 12 workers to identify problems and provide effective solutions to maintain team productivity

- Wrote original and adapted material for theatrical productions, stage shows and concert performances
- Worked with fellow Entertainment Professionals, venues, performing arts & cultural arts centers, Television & Radio Personalities, Media Journalists & News Reporters to execute Over Twenty-Five successful theatrical performances each year nationwide (2014 – Present)

WORLD CLASS TRIBUTE ARTIST

(2012-2020)

- Graceland Museum/Elvis Presley Enterprises Tribute Artist (2012 -2013)
- Contract Residencies Las Vegas, NV. SLS Hotel, Palms Place Hotel, Planet Hollywood, Golden Nugget (2014 – 2018)
- National Touring Tribute Artist (2014 - 2020)
- Consecutive Sold Out National Tribute Tours (2016-2020)
- Professionally Recognized as America's #1 Premiere Michael Jackson Tribute Artist (2016 – Present)
- Headlining Act - NFL Official Super Bowl 50 Championship Celebration 1 Million Attendance (2017)
- Successfully coordinated efforts to initiate contact and cultivate relationships w/various Performing Arts Complexes & Cultural Arts Centers across the Country

PROFESSIONAL ACTOR/ON-CAMERA TALENT

(2006-Present) **Headshot & Acting Resume Available Upon Request*

- Featured in over sixty (60+) Local, Regional & National Television Commercial & Ad Campaigns
- National Commercial Spokesman Quizno's® (2010)
- National Commercial Spokesman Cabela's® (2013)
- National Commercial Spokesman Old Spice® (2018)
- Built personal social media following to over 30k+ fans to expand brand influence across platforms
- National Advertisement Clients: Proctor & Gamble®, SKOAL® Chewing Tobacco, Phillip Morris® USA, Kellogg's®, Chevrolet®, FORD® Motor Company, Ralph Lauren®, Coorstek®, GOARMY.com™ & more
- On-Camera Talent for Major network & cable clients: NBC, CBS, USA, Disney, STARZ, ENCORE, Lions Gate Films & More
- Held special one-on-one autograph sessions with fans and attended charity events to capitalize on diverse promotional strategies
- Took extra care connecting with children, disabled fans, and VIPs to strengthen brand loyalty

LIGHTING & DÉCOR DESIGNER

(2016 - Present)

- Experienced in DMX programming for theatrical, mobile special effect, and event/stage lighting
- Wedding & Private Event Décor Planning Expertise
- Corporate Event Lighting & Décor Expert & Consultant
- Stage & Set design and story boarding
- Expertise in various mobile special effect machines and the best applications under a variety of "Live" situations.
- Transformative on-stage concert lighting designs & programming expertise
- Works with the mobile lighting industry's latest state-of-the-art equipment & technology
- Supported production needs by setting up and breaking down stages, moving props and distributing supplies
- Expansive Lighting & Décor Inventory in-house owned
- Proficient in Lighting Design Software (showXpress, MIDI, AMDJ, Mad Mapper, lightForm, etc)

CEO/CAREER COACHING

(2017- Present)

- Developed & executed innovative strategies for revitalizing entertainment programs within the Colorado Local Screen Actors Guild Board of Directors (2019-Present)
- Identified strategic business opportunities in the tribute entertainement industry which led to a 95% sell out rate (2015 – 2020)
- Created and successfully launched two boutique style, professional lighting & decor service divisions under the A.M.I. Brand - www.IlluminationDesignsDenver.com & www.StyleBrideLighting.com (2019 – Present)
- Specializing in innovative, online commercial advertising & branded promotional content services via AMI Entertainment Productions (2015 - Present)
- Tribute Artist Mentor, Stage Performance Consultant & Acting Career Coaching (2018 - Present)
- Maintains a Strong Client Focus, Responsive to Client Requests, and Develop/Maintain Productive Working Relationships with Client Personnel
- Conducted interviews with media professionals, bloggers, and online personalities to promote performances & entertainment career

SKILLS

- Professional On-camera Hosting & Acting Experience
- Skilled Improvisational techniques
- Strong Memerization Skills
- Teleprompter/Ear Promter Expertise
- Extensive Professional On-set Etiquette & Experience
- Excellent Organizational, Management, Delegation & Coordination Skills
- Highly Developed Presentation & Public Speaking Skills
- Excellent Career Coaching & Consulting Background
- Excellent Network of Industry Contacts & Colleagues
- Demonstrate Professionalism and Competence in the Client's Environment
- Promotional Events & Production Expertise
- Social Media Marketing & Content Producer
- Market Research & Development
- Product Positioning & Placement
- Strong Ability to Interpret Ideas & Turn Them Into Reality
- High Ability to Work Under Pressure & Think Laterally to Meet Deadlines & Timescales

AFFILIATIONS

- Screen Actors Guild (SAG-AFTRA) - Member
- SAG-AFTRA CO Local Board of Directors Secretary Officer
- SAG-AFTRA National Motion Picture Nomination Committee Member
- CINEMA Colorado Non-Profit Organization Advocate & Consultant
- (AFL-CIO) American Federation of Labor and Congress of Industrial Organizations Member