

# Cory Royer

cory@photographic.tv • (702) 289-2200

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## **Producer/Director/Manager**

- **Events • Media Production • Concerts**
- **Performing Arts • Live Streaming • Festivals**

A strategic leader, an innovative producer, and a born director – all rolled into one – with decades of experience in Las Vegas, Los Angeles, and Vermont producing & directing educational programs, corporate presentations, TV specials, sports shows, live performing arts experiences, concerts, and live streaming events. Highly skilled at securing & managing, events, venues, funding, sponsorships, while also building and leading large diverse workforces and volunteers to create meaningful and memorable experiences that interest and inspire attendees, viewers, donors, and community members. Personable, positive, versatile, diplomatic, assertive, energetic, and adaptable. Readily embrace challenges; able to conceptualize and implement viable and sustainable solutions when all options seem exhausted or others have given up.

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## **Areas of Expertise**

- Total Program, Event, and Business Oversight
- Fund Development, including: Securing Corporate and Individual Sponsors
- Collaborating with Multiple Creative and Tech Teams
- Producing Live Performing Arts Events
- Pitching, Presenting Concepts, Ideas, and Designs
- Social Media & Mass Media Advertising & Marketing
- Live Streaming Production
- Video Production and Editing
- Full Project Initiation, Management & Completion
- Audio Engineering Management
- Organizing, Inspiring, & Influencing Staff/Crew
- Consultative Services to Identify and Develop Client's Vision for Event(s)
- Selecting Food and Beverage Vendors
- Setting Up & Marketing On-line Ticketing
- Sales, Marketing, Sponsorships
- Leading Ideation Sessions
- Marketing Events
- Community Engagement
- Government & Legislation
- Photojournalism
- News Gathering
- Live Truck & Helicopter Operations
- On-Air Reporting
- Television Lighting / Grip
- Web & Graphic Design

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## **Experience**

PhotoGraphic TV  
Nevada and Vermont  
•2003 to Present

### **Executive Director/Owner**

An innovative, forward-thinking, and strategic leader at the helm of a full-service event & media production firm – conceptualizing, securing, orchestrating, launching, and producing high-caliber, high-tech unique projects that exceed client expectations, elevate audience experience, and enhance community engagement. Coordinate and provide all the technical, creative, and professional components necessary to ensure each project goes on without a hitch. A leader who is used to working in fast paced environments, in unique or tense situations, who is quick on his feet with regards to problem solving, diplomacy, and getting the job done.

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## *Unique Accomplishments as a Producer/Director/Manager*

- Took on role as General Manager at the Double E Performance Center in Essex, VT and guided the 2022 "Summer Concert Series," "Trucks Taps Tunes," while also establishing a rental program – Over 30+ events & concerts in a 4 moth period.
- Pioneered & coordinated the first ever international multi camera live streams of the **Miss Vermont USA/Miss Teen Vermont USA & Miss New Hampshire USA/Miss Teen New Hampshire USA** pageants.
- Established and built the award-winning and profit-generating **Vermont Burlesque Festival** – the largest and most attended festival of its kinds in all of New England and Northeast Canada. Managed a staff of 100+. This event was nominated as "Best Live Arts Event" in Vermont 4x running and continues to attract attendees from around the globe.
- Field & line producer on numerous **Adobe Live Streams** at the **National Broadcasters Association & Adobe Max Events**.
- Orchestrated and launched the **Las Vegas Burlesque Festival** – another major festival with over 100 staff members.
- Directed and produced multiple events & broadcasts (Full list can be found at [www.linkedin.com/coryroyer](http://www.linkedin.com/coryroyer))

## *Unique Accomplishments as an Engineer/Audio Technician*

- Engineered the audio for numerous projects at major news/TV shows, including: the **Food Network's Guy's Big Bite & Aarti Party, DIY Network's Cool Tools, IBM Corporate events, and various NBC and ABC Network News shows**

## *Unique Accomplishments as a EFP Videographer & Live Camera Operator*

- Regularly create content that appear on local, network, cable, and world television outlets including: the **Discovery Health Channel's Plastic Surgery Before & After, HGTV's Organized Living, NBC Today Show, NBC Nightly News, Dateline NBC, UFC & IFL's IFL Fight Night, Rising Stars, Battleground, Golf Channel's Wendy's Big Break, and ESPN/ESPN.com's World Series of Poker**

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## Clients Supported

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- Adobe
- DIY Network
- North Star Leasing
- Champlain College
- IDS Group Asset Finance Technology
- CourtTV / CourtTV Extra
- High Noon Productions
- The Today Show
- Golf Channel
- CNN
- IBM
- ABC World News
- ESPN / ESPN.com
- NBC Nightly News
- Southern Nevada Home Builders Association
- Barclays Financial Service Company
- International Fight League (IFL)
- Discovery Channel
- ESPN / ESPN.com
- DIY Network
- Pepsi Co
- Nike
- Fox News
- AP Television
- Food Network
- Planet Microcaps
- Glass Craft & Bead Expo
- Champs Glass Games
- Kinetic Productions
- Sports Illustrated
- Travel Channel
- Chipotle
- UFC

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## Education

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### **BACHELOR OF SCIENCE**

**Communications and Telecommunications Production**

LYNDON STATE COLLEGE - Lyndonville, Vermont

### **Additional Experience**

VP of General Management & Event Production, Double E Performance Center

Photojournalist 5+ years

KLAS-TV, WCAX-TV, and WVNY-TV

Food Services

Bar Tending

### **References**

Anson Tebbetts, Vermont Secretary of Agriculture

802-324-9850

Tony Kremer, Owner - Kinetic Productions

702-524-7995

Jayson Oertel, Social & Content & Influencer - Adobe

310-386-8835

Kyla Waldron, Producer - Vermont Burlesque Festival

203-927-8355

Colleen McCarty, Attorney - Fox Rothschild

702-506-3785

Dan Casey, Director - Barre Opera House

802 - 249 - 3280