Russell C. Hamilton

Creative Director

Multidisciplinary creative with a focus in film, photography, archival studies, brand marketing & art direction.



work experience

Creative Director
Black Archives

April 2022 - Present

Coordinate social media campaigns & brand partnerships including Adobe, NBA, Netflix, Amazon, LEGO & more. Product consultation. Facilitate community programs & activations.

Founder
NALIA Brand

Dec 2022 - Present

Marketing agency with a focus on Black American & Caribbean storytelling. The *NALIA Commemorative* is a subsidiary, operating as a traveling pop-up souvenir shop inspired by flea marts & record stores. Campaigns include Union LA, Dickies, Adidas, Supervsn, Stussy, OutKast & more.

Brand Ambassador/C.D.
Adidas Futbol Society

Feb. 2026 - Present

Creative direct community programs, screenings & activations including the 2026 World Cup kit launch for the Jamaica Football Federation & Bob Marley Foundation.

contact

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skills & expertise

- Creative Direction
- Media Production
- Archival Research
- Event Coordination
- Programming
- Moderating
- Social Media Marketing
- Retail Management
- Video Editing
- Vinyl DJing

exhibitions

FAMOUS EDDIE'S BALLATORIE

Independent short-film + screening tour in partnership with Adidas Futbol Society:
A Ma Maniere, ATL | June 2026
Brooklyn Bridge, NY | June 2026
Adidas Flagship Store, LA | Aug. 2026

work experience

Selector
B-SIDE Vinyl
Nov. 2025 - Present

Source & distribute vinyl. DJ membership clubs, brand activations & restaurants. Host listening sessions & panels discussing select bodies of work.

Photographer
Adidas Basketball
Mar. 2023 - Jan. 2024

Global Campaign - *Remember The Why: Chapter 3* reintroducing the Kobe Infinity sneaker.

Video Editor
The Springhill Co.
May 2023 - Aug. 2023

Freelance video editing for LeBron James' HBO series, *The Shop: Uninterrupted.*

Video Editor
Parkwood Entertainment
Aug. 2022 - Dec. 2022

Freelance video editing for Beyonce's *Renaissance* album.
• Video editing for Tuskegee Airmen Ivy Park campaign directed by Jenn Nnkiru
• Video editing for Beyonce's Tiffany jewelry campaign

Photographer
Air BNB Hosts
March 2021

Cast talent & photograph a weekend retreat of entrepreneurs inside an A-Frame cabin as part of Air BNB's Host campaign.

exhibitions

NALIA Commemorative
Jeffrey Deitch Gallery - Los Angeles, CA
A.I.R. | Oct. 2025 - March 2026

NALIA Commemorative
LINE Hotel - Los Angeles, CA
A.I.R. | Aug. 2024 - Feb 2025

***SOON REACH* (2025)**
Context Projects - Los Angeles
Solo Exhibition

***Even When It Sets* (2025)**
Context Projects - Los Angeles
Group Exhibition

***Resonance* (2025)**
Anthony Gallery - Chicago, IL
Group Exhibition

***PASSPORT* (2024)**
Artist In Residence, LINE L.A.

***HOMECOMING* (2024)**
Tribeca Film Festival - NYC
$25K Grant Recipient

5TH QUARTER: Bands of the South
Schomburg Center - Harlem, NY 2022

***Crenshaw Remembers* (2022)**
Getty Museum

Time Is Running Out Of Time '19
Art + Practice

***MAS: Color At Play* (2018)**
Month of Photography L.A.

work experience

Director/Editor
The *Alchemist - Holy Hell*

Direct & edit a music video feat. Pink Siifu & Maxo from Alchemist's *This Thing Of Ours* EP. May 2021

Director/Editor
Big Sean - Freshman 10

Direct & edit a music video commemorating the ten year anniversary of XXL Magazine's Freshman Class of 2010. March 2020

Video Editor
Apple Music

Edit campaign assets for Kamasi Washington's short-film *As Told To G/D Thyself* directed by Jenn Nkiru & Terrance Nance April 2019

Photographer
Hauser & Wirth Museum

BTS documentation for David Hammons retrospective. May 2019 - Aug. 2019

Photographer
UNION Los Angeles

Fashion photographer for e-com. Spearhead creative editorials for seasonal releases including the Air Jordan 1, Dickies Construct, Marni & more. Retail sales associate. Jan. 2018 - Dec. 2019

Photographer
Los Angeles Times

Photograph editorial for Lauren Halsey's Design L.A. cover story. June 2019

education

UCLA Extentions
Film & Television

Documentary Filmmaking
Oct. 2016 - May 2017

UCLA
FIlm & Television

Summer Institute
July 2016

Georgia State University
Associates Degree

Film Studies
Aug. 2013 - May 2015

work experience

Photographer
Hauser & Wirth Museum

BTS documentation for David Hammons retrospective. May 2019 - Aug. 2019

Photographer
UNDEFEATED

Photograph editorial for the North Amerian re-release of the NIke Airmax Tailwind May 2018

Production Assistant
Jay-Z 4:44 Short-Film

Location scout & community liaison for the Leimert Park shoot dates, directed by Arthur Jafa June 2017

Stage Projectionist
Powernomics Tour

In partnership with Black Archives, source & edit archival video collages for stage projections throughout the Ms. Lauryn Hill & Nas *Powernomics* tour Sept. 2017 - Oct. 2017

Marketing Specialist
MOCA

Lead marketing campaign for Kerry James Marshall's retrospective exhibition, *MASTRY.* Jan. 2017 - April 2017

Photographer
The Underground Museum

Event coverage for weekly cinema series, *Purple Garden Cinema*, curated by Kahlil Joseph on belaf of the Scorsese Film Foundation. Jan. 2017 - April 2017