

LOUIS FARINELLA

louisfarinella.com

louisfarinella@gmail.com

(404) 432-6475

EXPERIENCE

Creative Drive

Editor/Motion Designer

August 2019 - Present

Lead creative execution of large volumes of video content on highly accelerated timelines, communicated closely with clients to align concepts, timelines, and budgets for major brands including Walmart, Mondelez Foods, Newell, and The Home Depot.

Executed all aspects of post-production including editing, animating, vfx, color, audio mixing, export and compression.

Advised procurement and planning, coordinating with production crews and outside contractors to ensure efficient and cost-effective post-production for a wide variety of concepts and budgets.

Wrote and edited scripts and storyboards, and prepared detailed shot lists.

Worked as a one-man crew to build custom sets and lighting setups, operate cameras, and production equipment to quickly concept and execute mid-tier video content for high profile clients such as Oreo and Ritz

Blue Sky Agency

Editor/Motion Designer

February 2015 - August 2019

Managed in-house video department, working closely with account and creative to plan video production schedules, assist in procurement, and provide accurate timelines and detailed budgets for projects; emphasized innovative ideas and strategic planning.

Executed all aspects of production for branded content including shooting video and stills, editing, animating, compositing and encoding for final delivery.

Developed content for major brands including the Atlanta Braves, Gas South, Northside Hospital, HoneyBaked Ham, Tropical Smoothie Cafe, and Intercontinental Hotel Group.

Worked with art directors to produce commercials for broadcast and streaming services.

Turner Broadcasting

Motion Graphics Artist

January 2015 - December 2015

Worked with producers and art directors, using footage and assets from network shows to create on-air promotional bumps, graphics, logo animations, endpages, and lower thirds for TBS, TNT, and TCM.

SKILLS

Video editing
Motion design/animation
Scripting/storyboarding
Lighting and rigging
Photography/Videography

Adobe Creative Suite
VFX and compositing
Retouching and color correction
Encoding and compression
Audio mixing