

LOUIS FARINELLA

louisfarinella.com | louisfarinella@gmail.com | (404) 432-6475

PROFESSIONAL SUMMARY

Dynamic and experienced creative with an established background developing and executing video productions from concept to final delivery. Proven track record of managing in-house video departments, leading creative execution, and producing high-quality content for major brands. A history of strong communication and collaboration with producers, art directors, clients, and vendors, consistently ensuring projects meet strategic goals and deadlines.

PROFESSIONAL EXPERIENCE

LEAD EDITOR

July 2021 - Present

Fugo Studios

- Managed all aspects of post-production for major clients including Delta Air Lines, Focus Brands, UPS, Hilton Hotels and Resorts, NASCAR, WebMD, and Mercedes-Benz.
- Owned the post-production process, collaborating with writers, designers, colorists, and VFX artists to deliver a variety of projects on highly accelerated timelines.
- Implemented AI tools into pre and post-production workflows to increase in-house capabilities and efficiency including advanced audio, image, and video generation techniques.
- Executed fast turnarounds for multiple jobs simultaneously, maintaining a high level of organization and communication, while managing a post production team.
- Produced branded content campaigns across broadcast, social media, web, and e-commerce.
- Developed and refined scripts for a wide variety of media and subject matter, aligning brand identity and tone with strategic marketing objectives.

VIDEO EDITOR / CONTENT CREATOR

August 2019 - July 2021

CreativeDrive

- Led creative execution of video content, communicating closely with clients to align concepts, timelines, and budgets for major brands including Walmart, Mondelēz Foods, The Home Depot, Newell Brands, and Hewlett-Packard.
- Independently conceived, shot, and edited paid and organic social content for Oreo, Ritz, and other Nabisco products.
- Directed mid-tier shoots for Walmart and Mondelēz Foods, managing production crews, stylists, and on-screen talent, and supervising all aspects of production from concept to delivery.

EDITOR / MOTION DESIGNER

December 2015 - August 2019

Blue Sky Agency

- Developed content for major brands including Atlanta Braves, Gas South, Northside Hospital, Honey Baked Ham, Tropical Smoothie Cafe, and IHG.
- Managed in-house video department, working closely with account and creative teams to plan video production schedules; 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.

SKILLS

TECHNICAL: Adobe Creative Suite, Sound Design and Mixing, Compositing, VFX, Data Management,

CREATIVE: Editing, Design, Animation, Writing/Storyboarding, Lighting/Rigging, Shooting Video/Stills

SOFT SKILLS: Team Leadership, Problem Solving, On-set Direction, Client Communication