

Mauricio Soto

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Overview

- A technical and creative **Video Producer, Director of Photography, Video Editor** and **Digital Tech** with 17 years of experience
- A conceptual thinker with strong creative vision and design sense
- A curious storyteller with a passion for science, technology, travel and social issues
- A digital video production and post-production professional who effectively brings projects from ideation to reality
- An organized and reliable team member who can work under pressure and sticks to tight deadlines
- An enthusiastic self-starter who can work independently
- A collaborator with strong communication and management skills

Skills

- Video production and post-production
- Shooting video with most digital cinema, photography and broadcast cameras
- Shooting photography with medium format cameras and DSLRs
- Lighting for video and photography in studio and location using continuous lighting and strobes
- Lighting and shooting green / blue screens and seamless backgrounds
- Audio recording and mixing on small video shoots
- Proficient at video editing, color correction, compositing, effects, tracking, rotoscoping, titles and motion graphics with Adobe Creative Cloud, Premiere, Final Cut, DaVinci Resolve, After Effects, Motion, Cinema 4D, Photoshop and Illustrator. And with plugins like Boris Continuum, Digisuite, Red Giant's Color Suite and Trapcode, Tiffen DFX, Color Finesse, Film Covert, Element 3D, Mocha and many more
- Close captioning and subtitles
- Transcribing and translating English <-> Spanish
- Audio fixing, design and mixing with Adobe Audition and with plugins from Izotope and Waves
- Video compression with Adobe Media Encoder, Apple Compressor, Telestream Episode, Sorenson Squeeze
- Knowledge of video codecs, broadcast technical standards and best practices
- Knowledge of the cloud, content management systems (CMS), streaming and social media platforms like Youtube, Facebook and Instagram
- Knowledge of archiving and SAN systems
- Logging, tagging and annotating assets with metadata
- Creation of workflows for production and post-production
- Research skills
- Scriptwriting and storyboarding
- Knowledge of the entertainment and television industry

- Knowledge and familiarity with production hardware and software
- Directing on camera talent
- Photography and video retouching and compositing with Photoshop and After Effects
- Photography capture and processing (Digital Tech) with Capture One and Lightroom
- Video capture, digitizing, processing, on set first pass, LUT creation, proxies and dailies creation, data wrangling and asset management with Sony Catalyst, Sony Raw Viewer, CatDV, ShotPut Pro, Red Cine X, Comfort Siverstack, Livegrade Pro and DaVinci
- Web design and maintenance with Adobe's Dreamweaver and Wordpress. HTML, CSS
- Knowledge of SEO and Analytics
- Office, finance and production software: Google's Docs, Sheets, Slides, Forms, Apple's Pages, Numbers, Keynote, Microsoft Office's Word, Excel and PowerPoint, Filemaker, QuickBooks, Showbiz Budgeting, Jungle Software's Chimpanzee and Gorilla Budgeting and Scheduling

Work Experience

01/2018 — Current *Freelance / Independent Video Producer, Editor and Director of Photography.* — New York, NY

- I create videos that inform, promote, educate, entertain and inspire
- I deliver high quality, engaging and effective videos that are on time, on budget and on brand
- I produce, shoot and edit corporate, marketing and educational videos including: Promos, commercials, social media videos, explainers, product demonstrations, tutorials, how-to videos, e-commerce videos, music videos, short films and documentaries
- As a producer I manage projects and teams keeping everything on time and budget. I ideate, write, storyboard, plan, and execute
- As a Videographer I capture high quality footage that captures the essence of the story. I light, shoot, record audio and direct on camera talent
- As an Editor I excel at editing engaging and effective branded, promotional, educational and entertaining content. I edit, color correct, create motion graphics, do compositing, effects and audio design

07/2017 — 12/2018 *Editor, Motion Graphics Editor, Finishing Editor, Assistant Editor, DIT, Compositor and Colorist.* The Shed. — New York, NY

- Created and managed the post-production of efficient workflows that effectively simplified the collaboration between all stake holders like editors, producers and clients
- Worked on all videos and projects for multiple clients, including one long term project in the creation of over 300 promotional product and food videos for OXO; the leading brand of home and kitchen products
- Acted as a DIT (Digital Imaging Technician) during video shoots, making sure that all footage was captured correctly, copied and backed up. Then, created and maintained consistency of color looks / LUTS of all proxies and footage
- Logged, tagged and created first drafts of videos to pass to the editors
- Edited dozens of short videos for the web and social media
- Created motion graphics and titles for most videos
- Worked on the finishing of all videos doing compositing, retouching, effects and color correcting
- Created deliverables ensuring they passed quality control
- Maintained a company-wide archive of all projects

1/2007 — 12/2017 **Video Producer, Director of Photography, Editor and Owner.** Above All Productions, Inc. — New York, NY

- Produced, shot and edited hundreds of short form videos for a variety of clients including companies like SAP, Start Gas / Petrol, and Arup. Non-for-profit organizations like ISMS, You Can Thrive and the Chefs Collaborative. Political campaigns like Joe Biden's bid for President in 2008. And for magazines like All You, Ladies Home Journal, Fitness and Shape
- Worked closely with client's creative marketing departments and teams in the development of ideas and effectively incorporating innovative video into their strategy
- Increased interest on brands and products with the creation of original branded video content
- Substantially increased video views and audience engagement with high production value videos
- Successfully improved the quality of client's internal communications and training of employees with the use of storytelling and video
- Specialized in the production and post production of marketing, educational, editorial and corporate videos like promos, commercials, documentaries, music videos, how-to videos, tutorials, explainers, product demos and short films
- Provided digital tech services on hundreds of fashion, beauty, fitness, product, commercial, and art photoshoots for magazines, advertising agencies and museums

1/2003 — 1/2007 **Freelance Filmmaker** — New York, NY

- Worked on many film, video, photography, and web productions, including feature films, short films, documentaries, reality shows, infomercials, commercials, and photo shoots
- Worked as a videographer, lighting cameraman, camera operator, video assist, playback operator, video engineer, editor, digital photographer, digital tech, digital capture technician, data wrangler, photo assistant, web designer, DVD authoring, office tech support, sound person, cable wrangler, production assistant, camera assistant, assistant editor, logger, runner and assistant everything

Education

9/1999 — 7/2002 **BA on Film and TV Production.** University of Westminster — London, UK

9/1998 — 7/1999 **Access to Media Studies, English, Social Sciences and Humanities.** Westminster College — London, UK

Languages

English and Spanish.