

Daniel Ceccorulli

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www.creatorproducer.com

Experience

Video Producer

Massage Envy, Fit Body Boot Camp, etc

3/9/2015 - Present

Phoenix, AZ

- Lead producer, camera operator and editor for RP Motosport's racing team during the 2019 Indy Pro 2000 race series; traveled around the US gathering race footage, interviews and team success and turning it into action event packed videos.
- Contract video producer for Massage Envy Corporate that lead to a successful new product launch; developed storyline, filmed, and edited exciting product testimonial in order for all 1,100 US franchise owners to implement investment of new product in their locations.
- Media consultant for Fit Body Boot Camp; organized, filmed, and edited testimonials which when released increased "Aloha Challenge" registrations by 40% from previous year and created an engaging content calendar for social media which increased engagement on posts by 20%.
- Produced various small projects utilizing Adobe Creative Suite, Davinci Resolve, DSLR to high end production cameras with extensive knowledge in pre-production planning, production, post-production & skilled in directing on-camera talent with varied levels of experience and confidence.

E-Commerce Specialist

Biltmore Loan & Jewelry / BiltmoreLux

10/15/2017 - 9/10/2018

Scottsdale, AZ

- Restructured inventory and listing system to increase new product listing by thousands of products, resulting in an increase of sales revenue by 200% monthly, \$250,000 more than the previous year.
- Developed marketing campaign for online sales which generated over 100,000 clicks, and resulted in \$150,000 in sales revenue over a 6 month period.
- Responsible for producing all media content, commercials, and product video and photography. Increase in media quality resulted in more favorable brand image overall and increased brand visibility through all marketing channels.

Head of Media Dept

Buti Yoga

2/1/2016 - 2/5/2017

Scottsdale, AZ

- Produced, filmed and edited extensive projects including multiple full workout videos and a subscription based program that generated over \$375,000 a year in revenue.
- Created all the video content for the Break Method Online Workshop & Buti Yoga online certification classes that are used to train new coaches & students worldwide.
- Built from the ground up & managed a full in-house production studio at their headquarters which we rented out & filmed content for various fitness celebrities, holistic health professionals and famous authors.

Reality Show Producer

Discovery Studios / Sonco Investments

03/11/2011 - 11/05/2017

Nationwide

- Traveled around the United States in search of new reality show concepts.
- Produced, filmed & edited reality show sizzle reels that include: Thunder Down Under, Frank Marino's Divas in Las Vegas, Deep South Dirt & Family Affair on Bourbon that were optioned by various studios.
- Created 6-10 minute mini pilots, show deck pitch packages and sponsorship pitch packages for various network meetings.

Grip/Gaffer/Camera Operator

ESPN

9/1/2010 - 10/20/2015

Nationwide

- Setup professional and college football stadiums for live camera & audio recordings.
- Operated professional broadcast cameras during live professional & college football games.
- Assisted and shadowed ESPN producers and directors learning how to run a large, live sporting events.

Education

Certification - Digital Media & Marketing

Duke University

2017 - 2018

Durham, NC

Bachelor of Arts - Digital Filmmaking & Video Production

Art Institute Of Phoenix

2005 - 2009

Phoenix, AZ

