

Daniel Petiafo

Editor Premiere, AFX, VFX

Skills

Daniel has strong knowledge of both Adobe Creative Suite (Premiere, After Effects, Photoshop, Illustrator) and Avid Media Composer (intermediate). He is comfortable editing with clients in suite, receiving and executing on feedback to solve narrative and message delivery problems.

He has an excellent understanding of the workflow from camera through to post-production, from image acquisition on set to ingest of source materials, through to offline editing and then finishing for both broadcast and social media platforms.

Daniel's experience extends to the use of Adobe After Effects/VFX including motion tracking, Chroma keying, Rotoscoping, text and particle effects and screen/sign replacement.

Gramercy Park Studios

Offline Editor

Oct 2014 – Aug 2021

Using Adobe Creative suite to edit offline TVC and Social media campaigns. This role included editing a large volume of deliverables (main TVCs plus a plethora of social media edits), in addition to editing on location and attending edits en suite, liaising with agency representatives and clients, which have developed a strong set of social/client facing skills.

TVC and Social Media Content

BBC, Canada's Drag Race	<i>BBC Creative</i>	Cetaphil, Cetaphil Baby	<i>Hogarth/GSK</i>
Nars, Narcissist range	<i>Feel Unique</i>	Phillips, SPMA Aqua++	<i>Hogarth Sea Containers</i>
GSK Pro Partial	<i>Grey London</i>	Parodontax 3.0	<i>Hogarth/WPP</i>
Cathedral City, Home	<i>Grey London</i>	GSK, Abreva	<i>Hogarth/WPP</i>
Moneybox	<i>Grey London</i>	Nomad, Findus Chicken + Fish	<i>Hogarth/WPP</i>
Bird's Eye, Captain Bird's eye Battered Cod	<i>Grey London</i>	Galderma, Benzac 2021	<i>Home Agency</i>
Voltaren, Voltatec Future	<i>GSK</i>	Nespresso, A Taste of Paris	<i>J, Walter Thompson</i>
Purina Gourmet, Revelation 2021	<i>Hogarth</i>	Nespresso, Vertu	<i>McCann</i>
Purina Gourmet, Nature's Creations	<i>Hogarth</i>	Birds Eye, Findus Green Cuisine	<i>McCann/Hogarth</i>
TK Maxx SS'18 Instore Campagin	<i>Hogarth</i>	Ellie Goulding Interview with Glenn Moore	<i>Pantene</i>
Voltaren Wave 2	<i>Hogarth</i>	BT Sport, Football's Back	<i>Wunderman Thompson</i>
Kelloggs, Pringles Halloween/XMas/NYE '19	<i>Hogarth</i>	GSK, Polident Denture Town	<i>Hogarth</i>

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Broadcast Editing

Arrow Media

Assistant Editor

Mar 2014 - Aug 2014

The second series of the highly successful Discovery Channel Programme Ultimate Airport Dubai. Work was across the ten commissioned episodes to create sync pulls within Avid for all the stories that will be used to create the narrative for each programme. Attention to detail was key and the ability to stay organised resulted in sequences used directly in the offline edit in order to speed up the offline editorial process for a quick turn around from shoot to finish.

Out Of Time

Editor

Mar 2014 – Apr 2014

A Short film that uses comedy and time travel to explore a woman's quest to save her marriage. Daniel edited the short in Final Cut Pro over two weeks. The short film played globally across the 2014 short film festival circuit.

Director: Khaliq Akbar

Shed Media

Avid Technical Support

May 2011 – Aug 2013

Specialising in factual entertainment and documentaries, Daniel worked on a freelance basis in the Avid based post facility as an assistant editor. His role included digitizing and transcoding footage for offline edits, conforming sequences for online edits, exporting AAFs for mixing and providing technological support to the 27 offline and 3 online edit suites contained within the facility.

New Chapter

Editor

April 2013 - May 2013

Featuring the songs of BRIT Award winner Jessie J, this musical short film about the big dreams of a small-time playwright was nominated for two awards at the London International Film Festival.

Director: Loraine French

Channel 4 Comedy Blaps

Assembly Editor

April 2013 - May 2013

Daniel prepped picture and audio as well as assembled an early sequence for a Daniel Simeonson comedy sketch 'Small Talk' to be screened on the Channel 4 Comedy Blaps website in Autumn 2013. [Link: http://comedyblaps.channel4.com](http://comedyblaps.channel4.com)

Confessions of Male A Stripper

Edit Assistant

Feb 2013 - Mar 2013

A documentary for Channel 4 that follows the lives of The Dreamboys – male strippers that perform all over the UK. Work involved digitizing all of the tape based shoots for the offline Avid Edit.

Prime Focus London

Avid Offline Support

Oct 2012 - Dec 2012

A Visual entertainment services company based In Soho, London. Here he worked in the offline machine room supporting 35 Avid suites. Daniel's role involved ingesting tapeless media, prepping editing sequences for conforms and dubbing, exporting and uploading edited sequences for clients to view via FTP. He also spent time troubleshooting hardware and software based technical issues in the clients suites.

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Tiger Shark Productions

DIT, Dailies

Jun 2012 – Jul 2012

DIT for the feature film *The Quiet Ones* (Dir. John Pogue, Dop. Mátáys Erdlley H.S.C). This feature was more time sensitive than the others that Daniel has worked on as the edit was in Los Angeles. This meant that in addition to keeping up with backups and supporting the crew on set, he delivered a set of dailies synced with sound, and transcoded to avid DNxHD36 for the offline, with RAW files and dailies copied onto an LTO tape to meet a shipping deadline. This role required strong organisation and communication skills and forward planning for shoot days taking place over the weekend, and for scenes shot in remote locations.

BBC

Assistant Editor

Jan 2011 - Mar 2012

Employed as an assistant editor on the BBC series *Holby City*. This involved transcoding the P2 based camera rushes for an Avid offline edit, managing space allocation on the Unity shared storage systems, and playing out BITC DVD's for producer viewings.

Formosa Films

DIT, Assistant Editor

Apr 2011 – May 2011

DIT and assistant editor on the feature film *Twenty8K*. Role involved backing up/safeguarding of rushes, developing an effective post workflow for the Red MX, Final Cut Pro - based edit, transcoding rushes for offline edit and syncing rushes to sound.

Anthem Films

DIT

Nov 2010 – Dec 2010

Daniel worked as the DIT on the feature film *Best Laid Plans* (Dir. David Blair, Dop. Ali Asad). Shooting on x2 Red One cameras his main duty was safeguarding data integrity and redundancy. He also had to liaise with the Manchester based post – production and send copies of the rushes up to postproduction overnight.

Pilot Productions

Re-versioning Editor

Jul 2010 – Oct 2010

Daniel joined Pilot, re-versioning their library of Pilot Guides programmes to *Globe Trekker*. This involved rebranding the shows from Pilot Guides to *Globe Trekker*, writing up a QC report for each of the episodes and dubbing the master tapes after fixes highlighted in the QC to create a new international Master.

Coded Pictures

Assistant Editor, Data Wrangler

Apr 2010 – Jun 2010

Daniel's role during pre-production was as Director's Assistant. During production his role changed to DIT and assistant editor due to previous experience in the field.

Director: Tinge Khrisnan, Dop: Catherine Derry

Award winner at the 34th Moscow IFF, Junkhearts.