

Daniel Florêncio

Editor / Designer

Profile

Daniel is an award winning filmmaker whose first short was long listed for a BAFTA and his most recent 'Chasing Robert Barker' winning an award at The National Film Award's for Best Drama. He also played a crucial role in the launch of Current TV in the UK as one of the main content producers.

Daniel's ability to craft beautifully told narratives and his sound understanding of what make content powerful makes him a favourite among advertising agencies like Publicis, broadcasters like CNN, corporates like Merchant Cantos and online content producers like Across The Pond. Daniel is also a native Portuguese speaker, which frankly is just another string to an already strong bow!

Software

Final Cut Pro, Avid Media Composer, Media 100, Adobe After Effects, Illustrator, Photoshop, Premier, Combustion, Motion.

Recent Clients

Vice UK LTD, Publicis, RG/A, Merchant Cantos, CNN, Across the Pond Productions, The Edge Picture Company, VCCP London, Passion Pictures.

Professional Experience

Commercials

L'Oreal Simple Wipes – RG/A - Commercial - Editor

Oral B – Publicis - Commercial – Editor

Renault Clio, Be Moved – Publicis - Commercial – Editor

Nescafe Azera – Publicis - Commercial - Editor

Compare the Market – Passion Pictures – Commercial – Editor

The Beatles Rockband Intro – Passion Pictures - Commercial – Editor

Dance Central – Passion Pictures – Commercial – Editor

CNN, Nokia – Broadcast - Editor

Music Video

I Don't Know Why – Televisé – Club AC30 - Director/Producer/Editor

A + B – Impar - Editor

Drain – Udora – J Records – Editor

Corporate & Web

HSBC - Merchant Cantos - Corporate - Editor

Barclays - The Edge Picture Company - Commercial - Editor

Google - Across The Pond - Corporate - Editor

Narrative

Chasing Robert Barker - Pegasus Pictures / I Made it Films - Feature Film - Director, Writer
A paparazzi photographer gets embroiled in the web woven by a corrupt tabloid journalist in London - 2016
National Film Awards winner.

Awfully Deep - I Made it Films - Short Film - Director, Writer
A suburban fable about a seemingly conventional family, whose pristine lives become muddied by an environmental disaster - Winner J-Wave Awards, Tokyo ShortShorts Film Festival, Honorable Mention, Athens International Film and Video Festival. BAFTA Long listed.

Documentaries

The Battle for Rio - Current TV - Short Doc - Director
An investigation into the surge from drug traffickers as a response to the growing presence of the Militias in the Rio Favelas.

Gagged in Brazil - Current TV - Short Doc - Director
An investigation into the seemingly increasing lack of freedom of press in Brazil.

Tracking William, A night with a Paparazzo - Current TV - Short Doc - Director
Observational short documentary showing the routine of work of a London Paparazzo Photographer.

A Brazilian Immigrant - Independent Short Doc - Animation - Director
Experimental short Documentary revealing how Brazilians are perceived by British Immigration authorities.

Edit History

2007 - Current	Freelance Editor & Motion Graphics Artist
2006 - 2007	VC2 Producer. Current Journalism Contributor, Current TV
2005 - 2007	Offline / Online Editor, Collingwood O'Hare Entertainment
2003 - 2004	Advertising Films Freelancer, Belo Horizonte (Brazil)
2002 - 2003	Creative Producer, Director & Art-Director, Belo Horizonte (Brazil)
2000 - 2002	Offline / Online Editor, Belo Horizonte (Brazil)

Languages

Fluent in English, Portuguese and Spanish.