

# Daniel Florencio

**Producer / Director / Writer / Editor**

**Education** MA Art and Media Practice, University of Westminster  
BA Communication & Media Studies, UFMG, Brazil

## EDITING & POST

Adobe Premiere  
After Effects  
DaVinci Resolve  
Avid Media Composer  
Photoshop · Illustrator

## AI & DIGITAL

Runway ML  
Generative image & video tools  
Large language models (LLMs)  
Claude / Claude Code  
YouTube & digital platforms

## PRODUCTION

Development & scripting  
Directing — film & commercial  
Shooting — Sony, DSLR, digital  
Full post-production pipeline  
International co-production  
Talent & on-camera direction

## LANGUAGES

English (Native)  
Portuguese (Native)  
Spanish (Professional)

## SELECTED AWARDS

Cannes Lions - Grand Prix, Gold,  
Silver, Bronze  
National Film Awards UK - Best  
Action Film  
BAFTA Best Short Film - Shortlist  
ShortShorts Tokyo - Audience Award  
East End Film Festival - Best Script  
Nomination  
Bronze Telly Award (broadcast)  
Athens IFF - Honourable Mention  
2× BAFTA-winning animation editing  
(The Secret Show, BBC Worldwide)

## PROFILE

Full-workflow filmmaker and editor with twenty-five years of experience across independent film, broadcast journalism, branded content and advertising. Daniel produces, directs, writes and edits — and increasingly does all four within a single project. That end-to-end capability is particularly valuable in the current production landscape, where leaner teams and AI-integrated workflows demand creative operators who can hold the whole process.

Daniel has a thorough working understanding of AI-assisted production, including generative image and video tools, large language model integration, and animatic-to-render pipelines. His approach draws on his background in animation editing: working in structured chunks, building animatics that allow elements to be revised before committing to full render — a discipline that translates directly into efficient, client-responsive AI production.

## BRAND & ADVERTISING

### Blueberry Creative Consultants — Senior Creative Editor

2010 – 2026 · London

Sixteen years as a senior creative editor on talent-driven, audience-tested brand content for leading global agencies. Campaigns for Dove, Renault, Unilever, P&G, Google, Nestlé, Beats by Dr. Dre and others, across Ogilvy, Publicis, Saatchi, Havas and R/GA. Multiple Cannes Lions awards including Grand Prix and Gold for work on Dove / Ogilvy. Deep practical experience of what makes short-form video resonate with diverse audiences at scale.

*Cannes Lions Grand Prix · Gold · Silver · Bronze*

### Turner Broadcasting System — Promo Producer / Director

2010 – 2015 · London

Director and editor for Turner's in-house production company across promos, brand content and short-form commercials for Nokia, Siemens, Renault-Nissan and Emirates.

### Passion Pictures — Editor

2015 – 2018 · London

Editor on animated music videos, video game cinematics and adverts including Gorillaz, Beatles Rockband, Dance Central, Coca-Cola and Compare the Market.

## BROADCAST & JOURNALISM

### Bloomberg LP — Digital Producer / Executive Producer

2009 · London · New York · Tokyo

Established Bloomberg News's digital original content production unit. Developed new video formats and production protocols for news-driven short documentaries in direct collaboration with print reporters. Trained and coordinated production teams

across three international offices. The work pre-figured the personality-led, reporter-driven video journalism now standard across major news organisations.

#### Current TV UK — Director / Producer

2008 – 2009 · London

Key contributor to the UK launch of Emmy-awarded Current TV, the digital-native channel founded by Al Gore. Produced, shot, directed and edited multiple short investigative documentaries that shaped the channel's UK editorial voice.

#### CNN — Freelance Editor

London

Freelance editor at CNN's in-house production house across daily breaking news and longer-form shows, cutting under live editorial pressure alongside senior journalists and producers.

#### Monocle — Freelance Correspondent / Producer

2009 – 2011 · London

Produced, shot and edited international video features for Monocle's digital platform across Basel, Zurich, London, Tokyo and São Paulo.

#### BBC Studios — Editor, The Secret Show

2005 – 2008 · London

Editor across two seasons of the BBC / BBC Worldwide animation series, **which won two BAFTAs.**

#### MTV Brasil — Director / Creative Director

2001 – 2004 · Brazil

Led creative direction across programming and promotional content during a defining period for the channel's youth-audience format development.

#### FILM - I MADE IT FILMS LTD Founder & Managing Director 2010 – Present

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##### Once Upon a Time in the Forest - Director, Co-writer, Producer (in development)

Action feature co-developed and co-written with Indigenous Guajajara writers in Brazil. Attached: Oscar and BAFTA-nominated Fernando Meirelles (City of God) and Sundance / Emmy-winning Gabriel Uchida.

##### Six to Twelve Volts — Writer, Director (in development)

Period drama. UK-Greece co-production with Viewmaster Films (Palme d'Or, Golden Bear). Currently in development as an AI-integrated animation production using Runway ML — an active demonstration of end-to-end AI production pipeline practice.

##### The Dreams of Pepe — Executive Producer (2024)

Feature documentary about former Uruguayan president José Mujica. Significant theatrical and audience success across Latin America and Spain.

##### Chasing Robert Barker — Writer, Director, Producer (2016)

**Winner: Best Action Film, National Film Awards UK. Nominated: Best Script, East End Film Festival; Best Narrative Feature, San Diego IFF.**

##### Awfully Deep — Writer, Director, Producer (short, 2010)

**BAFTA Best Short Film Shortlist. Winner: Audience Award, ShortShorts Tokyo. Honourable Mention, Athens IFF.**

##### Cinemapulse — Founder & Developer

AI-assisted cinema marketing platform built using Claude Code. Working prototype demonstrating hands-on capability with AI-integrated software development and audience engagement strategy.