



DREW MORACA

HELLO

295787 3847829 938477 --- 9980980



HELLO

I am multi-disciplinary in all things video (direct, cinematography and editing) with a design and film production background. I have 10 years experience in the industry, and understand what it takes to execute high-level and well-thought-out communications for clients including Starbucks, NASA, Republic Services, Chef'n, Mayo Clinic, Arizona State University, Alice Cooper, Toll Brothers and many others.

LET'S HAVE FUN.



EXPERIENCE

CAREER

REAL CHEMISTRY // VIDEO EDITOR | JANUARY 2022-PRESENT

- Create visibility to topics and subjects through immersive video while combining the talents and ideas of peers in a highly-collaborative healthcare agency.
- Lead workflow, creative and mastering of videos with account teams for a variety of clients for internal, new business, social, campaign and advertising outputs/channels.

FERVOR CREATIVE // CINEMATOGRAPHER & VIDEO EDITOR | JULY 2014-DECEMBER 2021

- Initiate creative concepts to produce social, single, series and campaign videos from idea to storyboard, production, post-production and launch on various video delivery platforms.
- Collaborate with and manage teams of creatives, editors, designers, developers, animators and freelancers to produce projects to spec and on deadline.
- Direct agency talent/models and interview grassroots leaders to C-level executives at Fortune 300 companies with multi-camera setups and dynamic, story-driven scene lighting.
- Develop daily project workflow solutions and establish standards of practice for efficient media asset archiving and access for repeat client project needs and reedits.

FREELANCE WORK // ALL THINGS VIDEO | 2011-PRESENT

- Discover client needs by listening first and providing a solution through careful pre-production in adherence to a wide range of budgets to accomplish goals and provide impact.
- Navigate every step of the process for each client – bringing together and collaborating with important stakeholders and crew to craft a vision, execute a production and deliver a video we are all proud of.

EDUCATION

NORTHERN ARIZONA UNIVERSITY | AUGUST 2010 - MAY 2014

- Graduated Summa Cum Laude, GPA 3.95
- **Bachelor of Science** – Electronic Media & Film, Production
- **Bachelor of Fine Arts** – Visual Communication, Dual Emphasis in Graphic Design and Interactive Design

SKILL SET

VIDEO DELIVERABLES

- Advertising campaigns
- Branded documentary
- Commercial
- Explainers
- Interview-based storytelling
- Linear TV / OTT / Social advertising
- Motion graphics
- Recruiting
- Social impact
- Strategic partnership and initiatives

TECHNICAL

- Sony and Canon cinema cameras
- EasyRig, MoVI, DJI gimbals, motorized sliders
- Color correction and grading
- Motion graphics
- Stop motion animation
- Time-lapse photography
- Adobe Premiere Pro, After Effects, Illustrator and Photoshop
- Final Cut Pro (X)

SELECT CLIENTS

ARTS, RETAIL & ENTERTAINMENT

Alice Cooper
American Pacific Industries
Arizona Country Club
Chef'n
Ergotron
Harkins Theatres
In Tandem
Lifetime Brands
Mark Peterman Photography
OmniMount
PlanetBox
Rabbit
Scottsdale Arts

DEVELOPMENT

Alliance Residential
Blue Heron
DMB Inc./Realty
Integrated Design
Lyle Anderson Companies
Rafterhouse
Silverleaf
SKAPA
Talking Rock
Toll Brothers
Wood Partners

BUSINESS & EDUCATION

Arizona State University *(including dozens of Colleges, departments, grants, initiatives and partnerships)*
Beagle
Chandler-Gilbert Community College
Cintana
Greater Phoenix Economic Council
Helios Education Foundation
Maricopa Community Colleges
Mesa Community College
NASA
Northern Arizona University
Phoenix College
Rasmussen University
Read on AZ
Southwest College of Naturopathic Medicine
Starbucks
Thunderbird School of Management

CULINARY

First Watch
Musso & Frank Grill
National Restaurant Association
The Good Egg
Wildflower

HEALTH & WELLNESS

Aetna
Amazon Care
AstraZeneca
Banner Health
CommonSpirit Health
Dignity Health
Genentech
GSK
Incyte
Mayo Clinic
MD Skin Lounge
Merck
Novo Nordisk
One Point Patient Care
Pfizer
ROLFS
Teladoc
TGen
TP Orthodontics
UCLA

NON-PROFIT

Child Crisis Arizona
Flagstaff Bike Organization
Homeward Bound
Virginia G Piper Charitable Trust

SERVICE

Anderson Advertising + PR
AZCMS
AZ Game & Fish
City of Scottsdale
Fervor Creative
Longboard Asset Management
MODE Public Affairs
Republic Services
State of Arizona
Storage West
Western Alliance Bank

TECHNOLOGY

Array Photonics
MTA LoanTracs
Neolight
Pipeline AZ
Shared Performance

AWARDS AND RECOGNITION

+ 3 EMMY® AWARDS

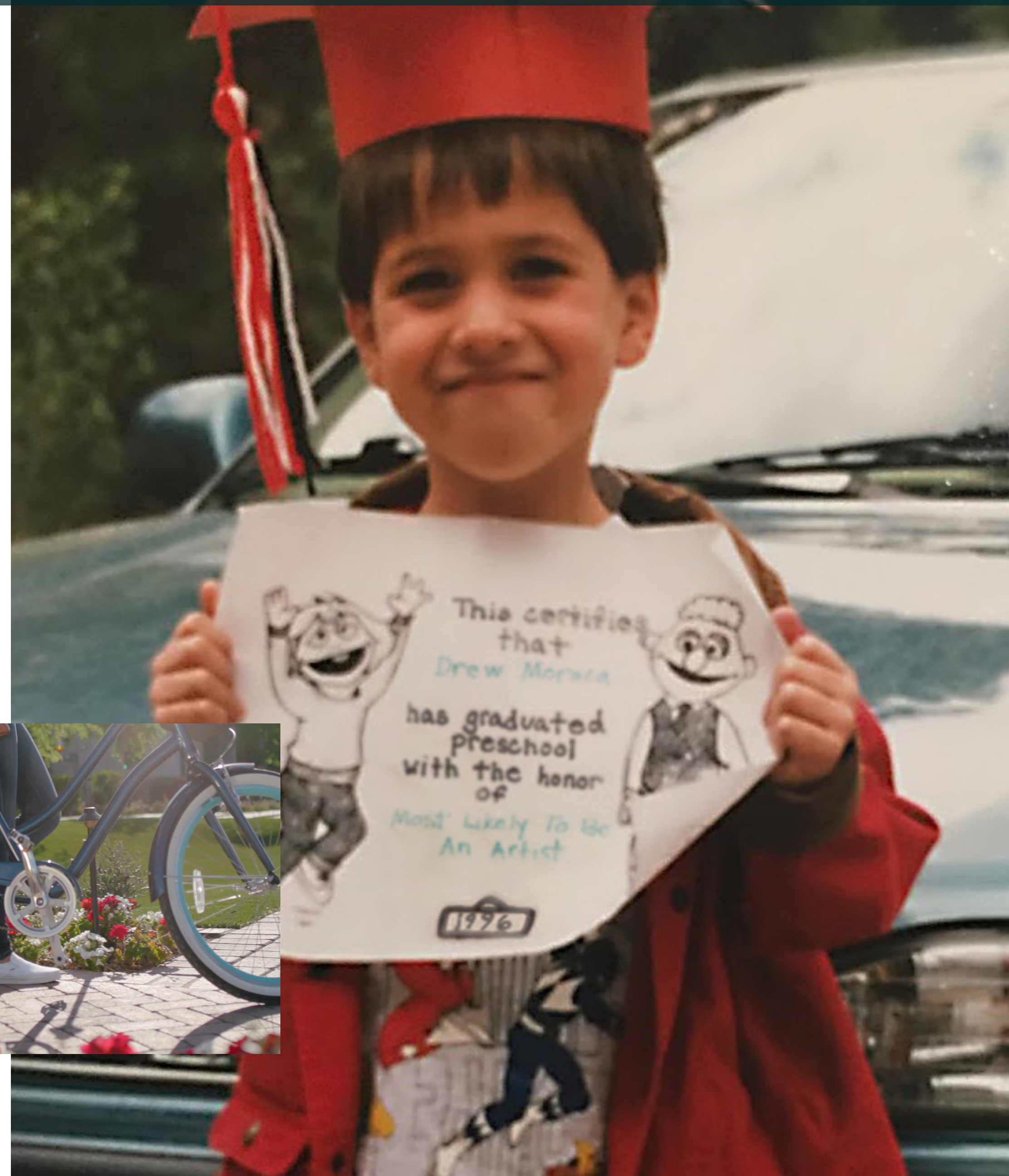
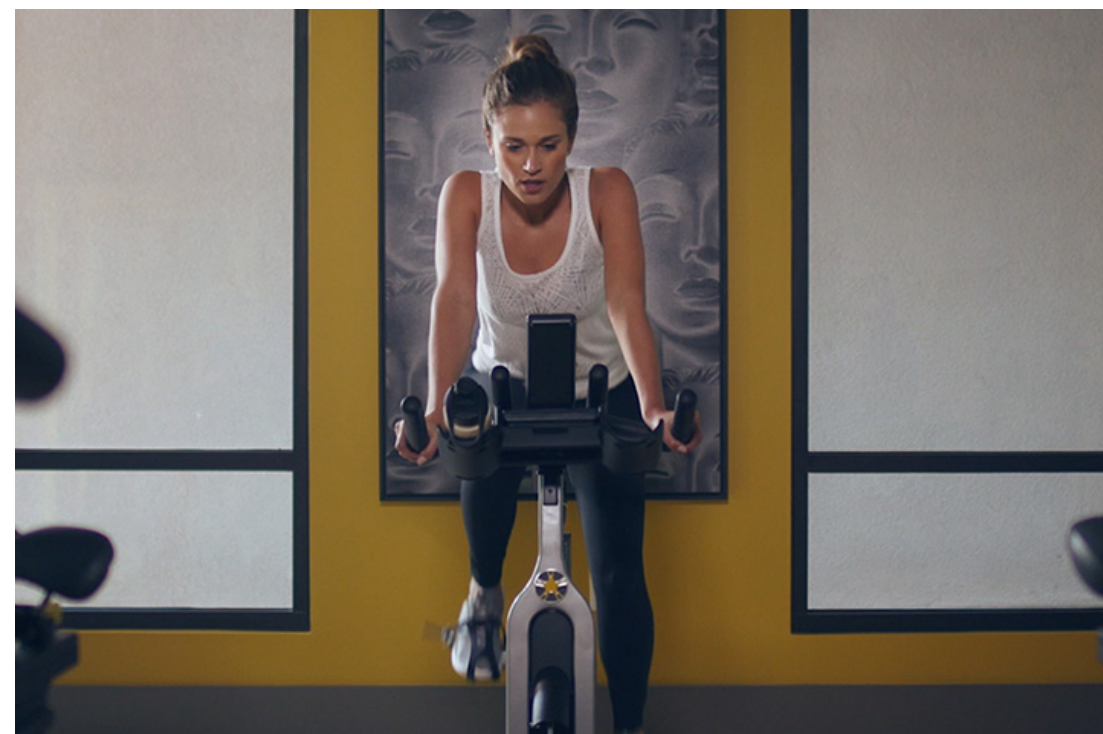
+ NATAS® STUDENT PRODUCTION AWARD

+ TASCHEN BOOK FEATURE

+ ADDY // GOLD

+ PARAGON // SILVER

+ MOST LIKELY TO BE AN ARTIST



CAPABILITIES

- Advertising campaigns
- Branded documentary
- Commercial
- Explainers
- Interview-based storytelling
- Linear TV / OTT / Social advertising
- Motion graphics
- Recruiting
- Social impact
- Strategic partnership and initiatives

DELIVERY METHODS

- Short films
- 5:00-30:00 documentaries
- 1:00-3:00 web-embedded
- 0:15-0:60 social sharing and online advertising

APPROACH

01 DISCOVERY

Learn about the client, brand and audience

02 CREATIVE

Take marketing directives and apply visual storytelling

03 EXECUTION

Craft and capture project elements

04 REFINEMENT

Make it great

05 LAUNCH

Assets delivered to intended platforms for audiences



THANK YOU!

VISIT [DREWMORACA.COM](https://drewmoraca.com) FOR MORE

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