

DREW MORACA

drewmoraca.com | 480-302-1536 | drew@drewmoraca.com | [linkedin.com/in/drewmoraca](https://www.linkedin.com/in/drewmoraca)

WORK EXPERIENCE

Real Chemistry

Video Editor

Remote (working in Richmond, Virginia)

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..
- *Select clients include: Amazon Care, AstraZeneca, Genentech, GSK, Incyte, Merck, Novo Nordisk, Pfizer, UCLA and many others.*

Fervor Creative

Cinematographer and Video Editor

Phoenix, Arizona

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, mentor and manage interdisciplinary teams of creatives, editors, designers, developers, animators and freelancers to produce projects to spec and on deadline.
- Direct on-set 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 video editing project workflow solutions and establish standards of practice for efficient media asset archiving and access for repeat client project needs and reedits.
- *Select clients include: Aetna, Arizona State University, Banner Health, Blue Heron, Mayo Clinic, NASA, Republic Services, Starbucks, Teladoc, Toll Brothers, Western Alliance Bank and others.*

Freelance

All things video

Phoenix, Arizona

2011 – Present

- *Select clients include: Alice Cooper, Anderson Advertising + PR, Chef'n, Fervor Creative, Mark Peterman Photography, Northern Arizona University, PlanetBox, Rabbit, Rasmussen University and others.*

EDUCATION

Northern Arizona University

Graduated Summa Cum Laude, GPA 3.95

Flagstaff, AZ

August 2010 – May 2014

- Bachelor of Science – Electronic Media & Film, Production
- Bachelor of Fine Arts – Visual Communication, Dual Emphasis in Graphic Design and Interactive Design

SKILLS

Areas of Video:

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

Technical Skills:

- 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)