



MARIO

Videographer & Editor | Cinematic Storytelling | Social-First Content

Miami, FL 33127

PROFESSIONAL SUMMARY

Award-winning videographer and editor with 15+ years shooting and cutting premium video content — original series, interviews, documentaries, branded campaigns, and social-first short-form — for Complex, ELLE, Adidas, and Under Armour. Equally fluent in fast-paced vertical edits and polished long-form storytelling, with hands-on command of cinematography, lighting, composition, audio recording, color grading, and motion graphics. Built production systems and file-management workflows that cut turnaround 25–40% while scaling weekly output across 8 brands. Experienced directing executives, influencers, and on-camera talent, and known for staying calm and organized in fast-moving environments. Gold ADDY winner, multiple Vimeo Staff Picks. Bilingual: English and Spanish.

KEY ACHIEVEMENTS

- Shot and edited original series, documentaries, and interview-driven content for Complex Magazine and Hearst/ELLE, generating millions of organic views across YouTube and Instagram.
- Earned multiple Vimeo Staff Picks (2014, 2015) for cinematic storytelling and a Gold ADDY Award (2020) for visual direction.
- Established production systems, editing templates, and asset-management workflows that reduced turnaround 25–40% while maintaining broadcast-level quality at weekly volume.
- Delivered platform-tuned edits across Instagram, YouTube, and paid social, lifting engagement and content output 30–50%.
- Directed executives, athletes, influencers, and professional talent on camera across hundreds of shoots — interviews, campaigns, and live environments.
- Managed camera, lighting, audio, and grip packages across studio and field productions, coordinating crews and equipment on concurrent projects.

WORK EXPERIENCE

Creative Director / Producer — Ryze Agency, Fort Lauderdale, FL

Mar 2026 – Present

- Shoot and edit TV commercials and social-first content end to end — camera, lighting, audio, edit, color, and delivery.
- Cut both quick-turn vertical content and polished long-form pieces, bringing ideas for shot selection, pacing, transitions, and music to every project.
- Partner with accounts and design during concept development and production planning, keeping shoots organized and on schedule.
- Manage project files, media assets, and review workflows (Frame.io) across concurrent client productions.

Lead Video Producer / Content Strategist — Warren Henry Auto Group (8 Brands), Miami, FL

May 2023 – Sep 2025

- Served as sole shooter-editor for weekly video output across 8 luxury brands: concept, camera, lighting, audio, edit, color, and publishing.
- Directed executives, sales leadership, and on-camera talent for interviews and campaign content in fast-moving dealership environments.
- Built repeatable production and file-management systems enabling consistent weekly delivery across all brands.
- Captured supporting photography for campaigns and social channels.

Agency Owner / Creative Director — Ascend Creative Solutions, Miami, FL

Feb 2014 – Present

Independent production studio serving Bayer, Havas, BBDO, Grey Group, iHeartRadio, Roc Nation, Corcoran Group, and Pentagram.

- Own full production pipeline solo or with crews: cinematography, lighting design, audio recording, editing, color grading, motion graphics, and delivery.
- Shoot and edit interview-driven and documentary-style content for brands and executives, adapting style to each client's voice.
- Maintain and manage professional camera, lighting, and audio equipment packages for studio and location work.

Video Production Supervisor — TLF Apparel, Miami, FL*Dec 2022 – May 2023*

- Shot and edited e-commerce, YouTube, and social campaigns, directing athletes and influencer creators on set.
- Managed creator relationships and deliverables, coordinating shoots and post to maximize reach and ROI.

Creative Video Producer — Hearst Media (ELLE Magazine), New York, NY*Feb 2018 – Aug 2019*

- Directed and produced original series and documentaries — planning coverage, leading interview shoots, and managing post through delivery.
- Coordinated production crews, equipment, and post-production workflows across multiple concurrent projects.

Head of Video Production — Complex Magazine, New York, NY*Mar 2016 – Feb 2018*

- Produced, shot, and edited original series and branded documentaries for a social-native audience, blending journalism with premium production values.
- Led interview and field shoots for Mountain Dew, Adidas, Under Armour, and Peet's Coffee campaigns, managing teams through edit and finishing.

TOOLS & SKILLS

- Camera & Production: Cinematography, Lighting Design, Composition & Framing, Audio Recording, Multi-Camera Interview Setups, Directing Talent, Studio & Field Production, Drone Operations, Equipment Management
- Editing & Post: Adobe Premiere Pro, DaVinci Resolve, Short-Form Vertical & Long-Form Editing, Pacing & Transitions, Music Selection, Color Correction & Grading, Motion Graphics, Sound Design, Retouching
- Photography: Editorial, Commercial, and Campaign Photography; Lightroom Workflows
- Workflow & Organization: Frame.io, Media Asset Management, File Organization, Production Systems & Templates, Asana, Monday, Adobe Creative Suite (Photoshop, Lightroom), Figma, Canva
- Social Platforms: Platform-Native Editing for Instagram, YouTube, TikTok & LinkedIn Formats, Trend-Responsive Content, Engagement Analytics

EDUCATION

Bachelor of Arts, Advertising & Marketing — New World School of the Arts, 2009

AWARDS & RECOGNITION

- Gold ADDY Award — Essex Crossing Campaign (Qualls Benson), 2020
- Vimeo Staff Pick — 2014 and 2015
- Guest Lecturer, New World School of the Arts, 2015

LANGUAGES

English (Native) | Spanish (Native)