

DANNY REIDY

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SUMMARY

I have worked primarily as a video editor for over fifteen years in some of the most demanding environments production has to offer. As a freelancer I've acquired numerous new clients and many more creative responsibilities. My career has been defined by seeing opportunity in new challenges rather than being satisfied in an easier, more comfortable role. During my career as an editor I've been praised for problem solving skills, my musical instincts, and general ability to create "something out of nothing."

EXPERIENCE

Freelance Editing | Oct 2017 - Present

I work both from my home office and in many studios throughout Richmond and beyond. Clients include but are not limited to *The Martin Agency, Arts and Letters Creative Co., Capital One, Microsoft, Google, Adidas, GEICO, Virginia Lottery, VCU, Carmax, UPS, Donate Life, Door Dash, Oreo, MSNBC, Discover Card, Shenandoah National Park*

VCU Cinema Adjunct Faculty | August 2022 - Present

Each Summer since 2022 I have participated as a member of VCU Cinema program's faculty. I work with students with varying levels of experience concentrating on the technical and artistic abilities needed to master the art of editing film.

Passion Project (Pilot for PBS) | May 2019

Played the role of editor and creative director on a 30 minute documentary pilot produced locally in Richmond VA by Andy Stefanovich and The Branching. Sifted through many hours of raw footage and sourced music to create a compelling documentary.

Arts & Letters Creative Co., Richmond VA | Oct 2017 - Jan 2018

My roles included creating prototype edits for ongoing productions, as well as shouldering art direction, writing, and technical duties. I edited work for Google and NBC News. Though I was asked to come on full-time, I declined in order to keep other opportunities open.

Running With Scissors (The Martin Agency) | Jan 2013 - Oct 2017

Though I started as an assistant, I quickly gained the confidence of my peers as an editor, and received multiple promotions during my time at RWS. My portfolio includes nationally broadcasted spots for Tic Tac, Land O Lakes, Oreo, Purina, Pizza Hut, and many more.

EDUCATION

BFA in Kinetic Imaging, VCU Arts | Dec 2011

Graduated Magna Cum Laude with a minor in Sculpture & Extended Media