

# Pierre Verna

VIDEO EDITOR, NEW YORK

New York

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Pierre Verna a digital media professional specializing in Production & Post Production. Including Web, Television, Digital, and Mobile devices. I have worked on everything from reality shows, music television, live shows, instructional videos, brand identity, and corporate presentations.

## Experience

Avid Editor

New York

Aug 2016 - Sep 2016

### Bloomberg

Avid Editor for Hello World" video series for Bloomberg hosted by Ashley Vance, focusing on the tech scene in various countries. Land of the Pi People: Hello World, Episode 7  
England's Bold Attempt to Revive Its Tech  
Industry <https://www.bloomberg.com/features/2016-hello-world-england/>

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Freelance Video Editor

New York

Jun 2016 - Present

### Creative Circle

Freelance video editor for New York-based specialized staffing company Creative Circle, recent clients include VaynerMedia, Viacom, and BloombergTV.

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Senior Editor

## AOL Media

NYC

May 2005 - Feb 2015

Senior video editor for AOL Studios. Worked on premium content creation and edited a wide variety of projects for AOL Brands including: on-air promotions, commercials, live music shows, network promos, upfront, sizzle reels and corporate videos. Lead editor for company travel productions and coverage of live performances. Re-purposed shows for broadcast networks such as Entertainment Tonight, ESPN, Cambio and Vevo.com. Served as in house colorist and provided color grading for AOL Brands and top-tier clients in areas of video retouch and on-set color grading. Operated multiple platforms including Avid Media Composer, Final Cut Pro, Adobe Premier CC, HD, HDV, HD SLR cameras and footage including Canon 5D, 7D. Supervised editors, trained assistants and managed editorial staff. Edited and switched numerous live multi-cam productions including concerts, corporate webcasts.

- Edited hundreds of hours of artist interviews for weekly shows: AOL Music Sessions, The Interface, behind the scenes concert tours, TechCrunch, and On Demand Video offerings.
- Worked closely with producers and writers on original show Pilots including: Jonathan Adler "Inspiration Point" - "Tanning of America" featuring Jay Z, Lady Gaga, Justin Bieber and Pharrell Williams; Alicia Keys "Piano & I" for AOL Sessions Live Concert 2011 and Behind the Scenes video.
- Created and directed on-air promotions for Behind the Music Sessions featuring high profile music talent including: Beyoncé, John Legend, Keith Urban, Florence & the Machine and Rihanna.

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Editor

New York  
Jan 2003 - May 2005

## Goldcrest Post

Staff editor for Post Production Company. Edited music videos and short form promos, documentaries, image campaigns, PSAs, EPK's and in-house sizzle reels. Successfully bid and awarded campaigns creating more business opportunities for company. Post Producer for multiple projects. Routinely hired and managed freelance editorial staff, meeting deadlines on time and exceeding client creative expectations.

- On-set Visual EFX Supervisor for music videos.
- Edited and repurposed shows that aired on networks such as VH1, Much Music and MTV.
- Routinely traveled to LA working remotely with clients for on-location services.

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Freelance Editor

New York  
Jan 1999 - Present

## Swift Kuts Digital

Owner of Swift Kuts Digital specializing in creating video directly for clients to edit and post produce high-end network promos, music videos, television shows and BTS projects. Produced and edited video packages for both broadcast and record companies including Nickelodeon, MTV, VH1, Jive Records, Sony Music, Columbia Records Interscope, Def Jam and Arista Records. Worked in New York and LA. Managed budgets, travel, facility bookings with top post houses including PostWorks, Company3, and Sunset Edit.

- Lead editor for long form DVD multiplatinum video projects, Jay Z- "Streets is Watching".
- Editor for home video "Time Out with Britney Spears"; sold 11 Million Copies.
- Editor and consultant for MGM feature "Uptown Girls" with Dakota Fanning and Britney Murphy.
- Post producer and additional editor for MTV NYC Marathon Special - "P-Diddy Runs the City".
- Editor, Post producer, Writer for Slip N' Slide: "All Star Weekend" – featuring Trina and Trick.

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Assistant Editor

New York  
Jun 1992 - Sep 1994

## Big Picture Editorial

Assisted Editors and Producers in managing day-to-day details to streamline the post-production process and maximize productivity. Prepared edit sessions for senior editors and managed post elements. Responsible for logging, archiving footage and other tasks related to production. Organized elements for delivery to third-party vendors for sound mixing and color correction.

- Key PA for production company commercial division; hired production assistants and crew for shoots.
- In-house tech responsible for final QC delivery of assets to clients and television networks.
- In-house tech responsible for final QC delivery of assets to clients and television networks.

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Video Director

New York  
Jan 1996 - Jun 1998

## Tuff Gong International

Wrote, produced and directed music videos. Specialized in overseeing all aspects of film, video production from the pre-visualization, budgeting, treatment writing, production, and video editing. Directed clips for award winning Hip Hop artist and legendary Reggae singers including Lil Wayne, Burning Spear, Damian Marley, Michael Rose and Sister Carol.

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2nd Assistant Director

New York  
Jun 1997 - Jan 1999

## Freelance

Tracked daily progress of film production, created schedules, call sheets, schedule changes. Delegated responsibilities to the film crew, production assistants and interns. Assisted a wide variety of A-list commercial and music video directors including Hype Williams, Marcus Nispel, Chris Robinson, Diane Martell, Joseph Khan, Nick Quested.

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Education

Hunter College

New York

Film and Media Studies

Education and Training

## Future Media Concepts

Introduction to and Intermediate Adobe After Effects

Education and Training

## Noble Desktop

Creative Website & Design Training

Awards

## Telly Awards, Editor

Wyclef Jean Spends the Day with Middle School Tour, 2012

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## Telly Awards, Editor

AOL Music Sessions, The Interface, 2010 – 2011

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