

# Michael Gulla

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**Seasoned lead editor passionate about creative collaboration.** I prioritize active listening, judicious recommendations and a super-speedy ability to try a variety of different approaches - all in the service of helping you craft exactly the story you want to tell. From initial kickoff meetings to final onlining, I emphasize focus, clarity, and smart storytelling.

I have cut just about every type of content, shaping the right style appropriate for the material, including: Nationally broadcast advertising spots, intimate sit-down interviews, short films and video game teasers.

**Tools of the trade** // Avid Media Composer, Adobe Premiere, Adobe After Effects

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## Freelance Senior Video Editor

2018 - Present

Worked closely with clients to cut everything from broadcast commercials to in-house videos. Worked closely with producers, motion graphics artists and audio mixers to shepherd projects from initial concept to final online.

**Clients include** - Mercedes Benz, Oracle, Google Cloud, Sephora, EA, Stanford Health, Guthy Renker, Lieberman Productions, Kaiser Permanente, SAP Center

## Senior Editor

Lieberman Productions, 2005 - 2018

Cut and delivered spots (15s / 30s / 60s / 120s / 5m) and long-form commercials (30m) for national and international campaigns. Shepherding projects from pre-production and on-set shooting through to graphics, sound and final delivery. Managed teams of other editors on longer assignments.

**Products included** - Proactiv, ProactivMD, Xout, Lumipearl, Cindy Crawford's Meaningful Beauty

## Editor

Sockeye Creative, 2002 - 2005

Edited and delivered trailers and montages for in-store advertising as well as corporate videos and television spots. Worked closely with producers, motion graphics artists and clients to evolve projects from initial concept to final online.

**Clients included** - GameCrazy, Hollywood Video, UltimateBet.com, Starlight Starbright Foundation, Dr. Martens, adidas

## Assistant Editor

National Geographic Television, 2000 - 2001

Sea Studios Inc. "The Shape Of Life"

Supported 4 editors as well as importing and managing footage for 8-part series. Cut several scenes that made it to air.

## Education

Montana State University-Bozeman 1996 - 2000

Bachelor of Arts (B.A.) Film/Cinema/Video Studies