REEL
willreyes.com

CLIENTS
Marvel Studios x Disney XD
Budweiser | AB InBev
Adult Swim
Amazon Live | Prime Video
TimeWarner
Vanity Fair
Vogue
WIRED x Pixar
GQ Sports
Glamour
Bon Appétit | Epicurious
Macy's x Martha Stewart
Diageo | Baileys
Roku x Architectural Digest
Netflix x The New Yorker
Pitchfork Music Festival
PureWow
Virgin Mobile UAE
Marina Bay Sands
MTV VMAs
Yahoo!
CNN x InStyle
Wall Street Journal
Intel x W Hotels
Bob Dylan
Billboard x Twitter
ONE37pm
IT Cosmetics
Colgate-Palmolive
Pure Blends
Zevo
Novo Nordisk
Tillman Lauderbach
Airwalk

AGENCIES | STUDIOS
VaynerProductions
VICE Media
The Brooklyn Brothers
KingBoss
Gallery Media Group
Assembly Global
Suite Spot | UM
Walter Pictures | Interlude
4th Row Films
BBH NY
toddstreet
Sanborn Media Factory
Aperture Industries
Project Fathom
Creative Circle
JBC

PROGRAMS
Adobe Premiere Pro
After Effects
Illustrator
Photoshop
Media Encoder
Maxon Red Giant Universe
DaVinci Resolve
Mocha Pro
Avid Media Composer

WILL REYES

VIDEO EDITOR | MOTION
hey@willreyes.com
+1 646 543 1420 | in | v

SKILLS
POST-PRODUCTION
- Multi-platform video editing, color correction|grading, audio mixing, motion design (2D kinetic typography, lower 3rds, VFX compositing, motion tracking, bumpers, titling, callouts) and formatting for digital, broadcast and social media deliverables.
- Creative story-first approach to projects, feedback, technical problem solving and applying digital trends to video footage, SFX, music, transitions and graphics.
- Proven highly organized, efficient and adaptable media management workflow from ingesting to cut revisions, versioning, captioning, exporting and archiving.

PRODUCTION
Media managing, script supervising, camera reporting, digital tech, directing, live streaming, camera operating, green screen shooting, grip+lighting, teleprompting.

WORK
FREELANCE VIDEO EDITOR+MOTION | SELF-EMPLOYED | 2010-PRESENT
Short and long form storyteller offering on call, quick turnaround remote editing + motion design for various brands, agencies and studios on projects including editorial, sizzle reel, previs, trailer, branded content, CTA social, OTT & linear TV commercial, ad slates, fashion, music, narrative, doc, BTS, pitch, food, pre-roll ad, B2B marketing and B2C product videos.

FULL-TIME VIDEO EDITOR | CONDÉ NAST ENTERTAINMENT, NYC | 2022
- Created promotional campaign video assets for internal and consumer-facing A/V marketing initiatives, across all 23 CNE brands' IPs on organic and paid platforms, for ongoing and new digital series launches, brand tentpoles, sales and TV and film projects.
- Transformed the Creative Marketing & Branding team's strategic social campaign and event objectives into compelling video creative, for IPs such as Vanity Fair, Bon Appétit, Vogue and Pitchfork, that surpassed revenue targets hitting highest ever engagement.

VIDEO EDITING INTERN | MARVEL ENTERTAINMENT, NYC | 2010-11
- Shot and edited interviews for Marvel.com, *The Watcher* weekly Marvel news web series, a BTS voice actor promo for the Marvel Knights *Thor & Loki: Blood Brothers* motion comic animation and composited 8 voice actor BTS promos for the Disney XD *Avengers: Earth's Mightiest Heroes!* animated TV series with 250K+ YT views.
- Camera operated the first ever livestream of NY Comic Con from the Marvel skybox.

QUALIFICATIONS

2020	Cert.	VFX for Motion	School of Motion
2018	Cert.	Animation Bootcamp	School of Motion
2011	MFA	Film Production	City College of NY - CUNY, NYC
2006	BA	Communication Media	NC State University, Raleigh
2006	BA	Spanish Language+Literature	NC State University, Raleigh

HIGHLIGHTS
2022 | Previs + edited a stylized *Uncharted* film trailer for an Adult Swim 30s TV spot.
2020 | Previs + edited Adult Swim 30s TV spots for a VFX-stylized *Bad Boys for Life* film trailer and an Amazon Prime Video *The Boys* Season 2 TV trailer.
2019 | Glamour *All My Exes* YouTube series Isabella episode, 2MM+ views in 24 hours.
2019 | Cannes Lions Winner: Bronze Lion in Film, Silver+Bronze Lion in Entertainment for Sport - Budweiser: *This Bud's for 3*. Edited awards submission video.
2018 | Pure Blends *Pasta la vista, butter!* launch 15s spot, 5.7MM+ YouTube views.
2018 | Cannes Lions Social+Influencer Reach Shortlist - Budweiser's *One Last Ride*.
2018 | Webby Awards Honoree in Advertising, Media+PR Video Ad Longform - Budweiser's *One Last Ride*. Edited the awards submission videos.
2014 | Webby Award Winner for Best Editing: Bob Dylan Interactive Music Video "Like a Rolling Stone." TIME's 2013 #1 Music Video. Part of the editing team.
2012 | Vimeo Staff Pick: Body Language "You Can" music video.
2012 | Top Associate for Creative featured on Atrium website.
2010 | Atrium Associate of the Year Ace Award. Atrium December Associate Award.

SIDE NOTES
- Remote-optimized home edit bay with 1 Gbps fiber internet, Frame.io, Dropbox, Zoom, Slack, Google Drive, Sheets, Docs, Slides, Meet, Microsoft Office, Teams & Vimeo.
- Fluent in Spanish and also eligible to work in the UK.