

hernan menendez | senior editor | project manager

| los angeles, ca | | 213 457 3556

hernan@thecutclub.com / www.thecutclub.com

Summary Senior Creative Editor with 20 plus years experience in the Post Production industry in Buenos Aires, New York City, Miami, and currently Los Angeles.

Experience **Freelance Editor / Project Manager - Los Angeles**

May 2018 - Present

"Rightful" (feature), USPS (TV), Budweiser Global (digital media), Honduras Tourism (TV), Nissan/ Telemundo (digital media).

Founder\Owner - TheCutClub - Miami

August 2007 - April 2018

"Sin Ella", Miravista's (Disney\Mexico) most important film for 2009 together with several music videos for Pitbull, lil' John, Natalia Jimenez and others. Pitbull's "Hey Baby" music video played 24/7 for a year on Kodak's screen in NYC Times Square. KFC US-Hispanic account for 5 years as well as other major national brands. Also editing "Hola México Film Festival" the most awarded commercial in the US Hispanic market. I was able to take the company from a one man band, to a full fledged Creative Editorial company. Designing its brand, offices, engineering and managing its construction. Hiring and managing top professionals as well as nurturing new talent. Also editing "Dangerous Lessons" for Lifetime Television, TV shows and Series. In addition I was invited to be part of the panel of judges for the "Craft Category" of the U.S.H. Idea Awards 2016 hosted by The US Hispanic Creative Circle.

Freelance Senior Editor - Miami/New York

March 2006 - July 2007

I edited "Cansada de Besar Sapos", feature film directed by Jorge Colon (Miravista/ Disney) in addition to working on national campaigns for different agency clients and global brands in both Miami and New York.

Editor - Manhattan Transfer Miami (Ascent Media) - Miami

March 2003 - February 2006

Moved to Miami to open a Creative Editorial boutique that later was called "Circolo Editorial" with Ascent Media, which changed Miami's professional landscape. helping design and structure it's brand, offices and operations. I worked with major agencies in Miami for brands such as McDonald's, Burger King, Carnival, Mercury, GM, Cingular Wireless, MACY'S, S.C. Johnson and many others.

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Experience **Editor - Wild(Child) Editorial - New York**

October 1999 - February 2003

Wild(Child) is still the Mecca in New York to edit spots for the U.S. Hispanic ad industry where I worked for brands such as Heineken, McDonald's, Miller Lite, AT&T, Cingular, Wendy's, Phillip Morris, among others, traveling abroad and to different cities. I received several awards along the way. I also managed wild(child)'s IT and engineering departments.

Editor - The Cutting Vision - New York

December 1996 - September 1999

I was recruited from Buenos Aires, Argentina after an extensive search by The Cutting Vision which was the second best option in New York City to edit spots for the U.S. Hispanic ad industry. I worked for global brands such as AT&T, Advil, MCI Communications and others. Beta Tester for Avid Media Composer Vers.8 at Avid's headquarters.

Freelance Editor- Buenos Aires, Argentina.

December 1996 - September 1999

It was in Buenos Aires where I started editing television shows like "De la Cabeza", an icon for comedic TV together with music videos such as Pucho Mentasti's "Matador" for FABULOSOS CADILLACS which was honored with the first "Latin MTV - Music Video of the Year" and subsequently chosen Music Video of the first 10 years of Latin MTV, together with other awards. I was also part of the team that created "Solo Tango," a tango- related TV station that designed programming in a non-traditional style. Eventually, my career moved into creative editorial for the advertising world, working with mainstream agencies and clients such as Pepsi, Pillsbury, Pantene, Peugeot, Villavicencio, Bayer and others winning several awards along the way.

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Skills Knowledgeable in main editing platforms, including Adobe's Premiere and Avid's Media composer. Photoshop, After Affects and Resolve.
Deep understanding of the Post production process including communication with directors, producers, visual effects, sound, color and conform departments.
High understanding of Digital technologies it's structures, formats and distribution platforms.
Fast learning and understanding of new technologies.
Excellent interaction with co-workers, team members and management.

Education

- St Edward's and St Brendan's College, Irish Bi-lingual
- Universidad de Belgrano and C.A.E.C.E. - Computer systems and Computer Analysis
- Beta tester for Avid's Media Composer Version 8.

Links

- www.thecutclub.com
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- www.imdb.com/name/nm2239159/
- www.vimeo.com/hernanmenendez/portfolios
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