

# Craig Helfer

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[YouTube](#)

Director | Cinematographer | Editor

## Career Profile

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Highly skilled and versatile content creator and filmmaker with oversight of the full production lifecycle, from concept to delivery. Reliable, with verifiable year-after-year success in team building, audience engagement, and stakeholder satisfaction. Developer of impactful materials for corporate and entertainment sectors, with a strong foundation in social media. Leverage strong communication skills to foster relationships with high-profile clients such as Hilton, Nissan, and Goldman Sachs. Recognized for superb communication skills, with the capacity to lead and mentor diverse individuals while building productive, professional relationships.

## Core Competencies

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- Cross-Functional Collaboration
- Project Planning/Execution
- Team Leadership/Training
- Client Relationship Management
- Cinematography/Lighting
- Post-Production Editing
- Content Optimization
- Creative Direction
- Market Research

## Professional Experience

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OMNICOM PRODUCTION [FORMERLY TBWA/CHIAT/DAY NY], NEW YORK, NY, MARCH 2018 TO MAY 2025

### SHOOTER/EDITOR

- Supervise the creation and editing of engaging social content that has yielded 120M+ views.
- Architect post-production efforts, including rough and fine cuts, captions, sound mixing, and color correction.
- Ensure adherence to the imagery requested for each project, encompassing format, resolution, and style specifications.
- Govern the allocation of available budgets to secure necessary materials, equipment, and talent.
- Orchestrate the optimization of hundreds of videos for distribution on TikTok, Instagram, Twitter, Meta, YouTube, and TV commercials; modify length or censor language to meet the standards of each platform.
- Engage with 30+ top brands such as Hilton, Adidas, Footlocker, Nissan, Dial, Neutrogena, Snuggly, Mayo Clinic, Mountain Dew, Bubly, Lays, Mountain Dew, Centrum, TD Bank, Travelers, Raytheon, Columbia Journalism Review, Abbott, Accenture, SK Color, Goldman Sachs, and All.
- Cultivate positive client relationships while comprehensively assessing their needs, relaying updates, and proposing approaches or adjustments.
- Partner with strategists, creatives, and producers throughout the planning and execution of campaigns including Footlocker's #footlockercelebrates, Goldman Sachs's What's in a Name, Moderna's SpikeVax Behind the Scenes, and Nissan's Formula E.
- Craft internal videos such as a creative masterclass, end-of-year wrap-up, understanding menopause for LinkedIn, and a Hot Ones homage called Drumsticks and Disruption.

IRON HORSE CINEMA, HOBOKEN, NJ, AUGUST 2013 TO OCTOBER 2022

### DIRECTOR/WRITER/PRODUCER

- Oversaw the scripting and production of 20+ short films that attracted 300K+ subscribers and earned 46M+ channel views on YouTube.
- Conducted market/audience research to maintain up-to-date knowledge of cultural trends and consumer preferences, informing the development of relevant and engaging content.
- Coordinated the shooting and editing of behind-the-scenes footage that received 1.5M+ views.

- Interfaced with 7,000 followers across all social media platforms while serving as a brand representative, elevating reputation and visibility.

FREELANCE, NEW YORK, NY, FEBRUARY 2009 TO MARCH 2018

#### **VARIOUS POSITIONS**

- Grip & Electric: Spoonful of Staffbase [corporate promo], Fists of Love [feature film], Broome Street Boys [feature film]
- Cinematographer: SyFy Holiday Geekware Fantorials [web content]
- Camera Op: Land of Tanks [kick-starter video]
- Camera/Lighting Assistant: Golden Age [promo trailer]
- Grip: Tempted [short film]
- BTS Shooter/Editor, G&E, AC: Panchea Films [production company]
- Production Assistant: Win Win [feature film], Fringe [television show]

## **Education and Credentials**

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BACHELOR OF SCIENCE IN PROFESSIONAL AND TECHNICAL COMMUNICATIONS; SUNY Polytechnic

*Program Director for the college TV network (Wildcat Media)*

*Showrunner and Creator of a video game review show (GITV)*

## **Awards and Honors**

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- Official Selection New Jersey Fourth Wall Film Festival for short film The Hunter, 2025
- Official Selection Big Apple Film Festival Fall Edition for short film The Hunter, 2024

## **Additional Information**

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**Technical Proficiencies:** DaVinci Resolve, Adobe Premiere Pro, Adobe After Effects, Adobe Creative Cloud, Arri, RED, Blackmagic, Sony, Canon

**Interests:** Screenwriting, voice-over, video games, filmmaking, movies and TV