

Marcos de la Torre

Creative Video Editor

Ever evolving and constantly adapting to the demands of content creation. Over 17 years of experience and dedication to craft.

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WORK EXPERIENCE

Creative Director & Editor - OWNER BODEGA MACHETE/TOWER EPIC FILMS

03/2002 – Present

Achievements/Tasks

- Developed and produced original e-gaming series "Machete Dade County". Produced content and wrote scripts for episodes.
- Lead editor for the series, created a workflow for 5 seasons of the series. Managing editors, gfx artist, and producers.
- Produced productions for clients, artists, and in house projects. Secured crews, equipment, locations, and talent or productions.
- Developed and Wrote in house projects to be produce by the company. Wrote coverage and evaluated content submitted to the company for production. Gathered resources, talent, vendors, and investors to produce projects.
- Directed and Edited various short form content including short films, music videos, commercials, promos, sizzles, and branding campaigns. Worked closely with clients to ensure their vision was brought to life accurately and professionally.
- Built and created a studio, raising finances to fund the project and managed the funds to operate the studio on a daily bases. Operated a digital production studio where I managed artists, crews, and scheduling for the facility. Sold production packages to local businesses, artists, clients, and agencies.

Creative Editor/Short Form SQUADRON

04/2019 – 10/2019

Achievements/Tasks

- XFinity - Comic-Con ft. David Onda - Responsible for editing live coverage ranging from promos, teasers, social media, and interviews. 80 Live Featured Content. Worked independently to edit live content and managed social media uploads for the client.
- Attn: - Can I Borrow That? - Web Series - 10 Episodes - 10 Promos. Worked directly with producers to cover notes, revisions, and assured delivery of final episodes for launch.
- Attn: - We Need To Talk - Web Series - 10 Episodes - 10 Promos. Worked directly with producers to cover notes, revisions, and assured delivery of final episodes for launch.

SKILLS

SHORT FILMS

MUSIC VIDEOS

DIGITAL SERIES

TRAILERS

PROMOS

SIZZLES

LIVE EDITING

WEB SERIES

NETWORK EDITOR

SPORTS EDITOR

ONSITE EDITOR

SOCIAL MEDIA

REMOTE EDITOR

CONTENT CREATION

GAMING

ANIMATION

DIRECTING

SCREENWRITING

POST-PRODUCTION WORKFLOW

SCHEDULING

TEAM MANAGEMENT

ORGANIZATION

MARKETING

BRAND RECOGNITION

GFX ASSET MANAGEMENT

REMOTE WORKFLOW STRUCTURE

BROADCAST

STREAMING

PRODUCING

SOFTWARE

ADOBE PREMIERE PRO

ADOBE AFTER EFFECTS

ADOBE PHOTOSHOP

ADOBE MEDIA ENCODER

GOOGLE DOCS

FINAL DRAFT

CINETRACER

DAVINCI RESOLVE

FINAL CUT PRO 7

MICROSOFT OFFICE

SLACK

ASANA

DALET

ADOBE CREATIVE SUITE

UNREAL ENGINE

LANGUAGES

ENGLISH



SPANISH



PORTUGUESE



WORK EXPERIENCE

Sizzle/Promo Editor

SHAPES+FORMS

10/2017 – 10/2019

Achievements/Tasks

- Netflix- Monthly Global Marketing Campaigns - 12-16 Sizzles. Created Netflix global sizzle reels for multiple regions such as Asia, Europe, Latin America, and Northern America. Developed, tested, and implemented "What To Watch" dialogue versions of the sizzle reel.
- SF Motors - Onsite Editor - Promotional Content for AE Brand for SF Motors (Seres) new electric vehicle launch event. Worked under tight deadlines during live event to delivery multiple assets for marketing, social, and website launching.
- SF Giants - Stadium Team Intro - Trailer and Promo Editor. Worked with multiple creative directors, graphic artists, and producers to deliver the project earlier than expected.

Social Media/Entertainment Editor

CASHMERE AGENCY

07/2018 – 11/2018

Achievements/Tasks

- NEON - Monsters & Men - Social - 6 Feature Promos. Worked alongside creative directors and client to delivery assets for Social Media.
- FX - Atlanta - Social - 10 Episode Series Recap - 10 Promos. Worked with clients to interpret creative deck vision to deliver episodic recaps.
- FX - Snowfall - Social - 5 Series Promos. Worked closely with creative directors and client to ensure messaging for social media assets.
- AMAZON - The Boys - Social - Halloween Promo. Worked with art directors to create specialty Halloween promo to promote the series.
- HBO - Insecure - Social - 3 Series Promos. Implemented performance data to produce content that reach over 500k expressions on social.
- TBS - The Last OG - Social - 3 Series Promo Cuts. Implemented performance data to produce content. Over 600k expressions on social.
- STARZ - Warriors of Liberty City - Social - 5 Series Promos. Executed content to introduce and generate performance on social media.
- STARZ - Vida - Social - 3 Series Promo Cuts. Implemented data to deliver content that performed to expectation on social. Over 400k views.
- REIGN - Sizzle Promos - Social - 6 Marketing Branding Promos. Used experience in streamer reels to create content that enticed viewers.
- TBS - Claws - Social - 5 Series Promos. Worked with creative directors to produce high performing content. Over 600k Unique expressions.

NOTABLE CREDITS

We Need To Talk (Web Series) 9 Episodes

Can I Borrow That? (Web Series) 8 Episodes. Editor.

Netflix "What to Watch" Regional Sizzles. Editor.

San Francisco Giants Home Opener Video 2019. Editor.

Spotify - ¡Viva Latino! - Alok Records Baina. Editor.

Lady Gaga - Joanne World Tour Background Films. Editor.

Lady Gaga - Coachella Background Films/Visuals. Editor.

McDonalds – Toast the World – Bubba's Chop Shop. Editor.

Nell Ryder - Override. Music Video. Director/Editor.

OPI SHINE - Gel 360 - Blacksmith Productions. Editor.

Mitu Network - Branded Content - Nick Smokes. Editor.

SugarPuss Fashion Film Vol 1. Director/Editor

SugarPuss Fashion Film Vol 2. Director/Editor

NIKE CCG Creating Ideas. Dirty Robber/Coyote Post. Editor.

Neutrogena ft. Olivia Holt + Sandra Echeverri. Editor.

NIKE. Unlimited.Dirty Robber/Coyote Post. Editor.

TWC - Tu Show Deportivo -159 Episodes - Live Predictor

TWC - Lakers En Vivo - 82 Episodes - Live Predictor

TWC - Galaxy En Vivo - 30 Episodes - Live Predictor

TWC - TVC Deporters - 30 Episodes - Predictor

TWC - CMLL - Lucha Libre - 20 Ep. 2 Seasons - Predictor

Nell Ryder - Reason to Try. Music Video. Director/Editor.

Nell Ryder - Tragic Love. Music Video. Director/Editor

Nell Ryder - Tragic Love. Music Video. Director/Editor.

Nell Ryder - High to High. Music Video. Director/Editor

Sweet. Short Film. Editor.

Last Chance. Short Film. Editor.

David D'Omni - You and Me. Music Video. Director/Editor.

Meltdown Ballet. Short Film. Director/Editor.

A Step Away From a Note. Short Film. Director/Editor.

Under Pressure. Short Film. Director/Editor.

Jayy-V - Hustler Classification. Music Video. Director/Editor

Jayy-V - Money So Dirty. Music Video. Director/Editor

Jayy-V - Another Dollar. Music Video. Director/Editor

Saint Matador. Short Film. Director/Editor

WORK EXPERIENCE

Editor/Assistant Editor

Coyote Post | Dirty Robber

02/2016 – 12/2016

Achievements/Tasks

- EDITOR. Edited the music video for recording artist DJ Pebbles single How To Not Love You.
- EDITOR. Edited social media content for the Nike Unlimited Campaign.
- EDITOR. Edited the Neutrogena See What Happens campaign featuring Olivia Holt and Sandra Echeverria.
- EDITOR/ASSISTANT EDITOR. NIKE UNLIMITED 2016 Campaign. Managed content and assets while following specific marketing guidelines and post-production schedule. Worked closely with directors, creative directors, and clients to produce the content.

Producer/Editor

Time Warner Cable Deportes (Spectrum)

08/2014 – 02/2016

Achievements/Tasks

- ACQUIRED PROGRAMMING. In charge of preparing acquired programming for Time Warner Cable Deportes Broadcast Programming. The editorial work included segmenting, quality control, audio/visual editing of content, and delivery to Master Control along with Time Sheets and reports. Shows included Aerial TV, TVC Deportes Total, TVC Deportes al Dia, and Confederacion de Lucha Libre.
- STUDIO PROGRAMMING. In charge of editing and preparing content for Time Warner Cable Deportes. Studio programming included Tu Show Deportivo, Lakers En Vivo, Somos Lakers, Galaxy En Vivo, and Vamos Galaxy.
- Developed promotional packages based on concepts provided by producers. Worked with producers to deliver content needed for the daily broadcast of studio shows. Collaborate with various producers and executive producers on highlight packages, SOT's, specials, and original programming.
- Produced and Edited specialty packages and highlight reels for the studio programming. Edit Cold Open packages for Laker/LA Galaxy pregame show that emphasis tone, and previews rival. Edit Roll Out packages for the closing of the post-game shows for the Lakers and LA Galaxy.
- CRAFT EDITOR. Worked in a fast paced environment that included quick turnarounds for packages and deliverables for the daily shows including Laker and LA Galaxy games and programming.