

# dan hertzog

director/dp

310.729.9248

danhertzog@gmail.com

## NARRATIVE PROJECTS

**THE FRIES REBELLION**

**DOMINO SPRINGS**

**DATING AUDREY**

**THE SNOW IS ALWAYS WHITER**

**CAMGIRL**

**THE PEOPLE'S REPUBLIC** (teaser)

**DREAMS OF STARLIGHT** (preview scene)

**LIFE IN KODACHROME** (pilot presentation)

**HOMECOMING** (second unit)

## COMMERCIALS

JG Wentworth "Opera Redux" campaign

Empower Cash Advance "Checked Out"

Calix ConneXions "The Miller Family" campaign

Lowe's "Hypermade" campaign

Sugarfina "CandyGram" campaign

Splendid "Spread Softness" campaign

Wilson "One Fine Day"

Brother Business Smart Series "Nobody Said"

Transamerica Life Insurance "Transform Tomorrow" campaign

Cisco ūmi "Meet the Gibsons" campaign

Sony PSP "Grandma's Feet"

United Healthcare "Dry Cleaners"

National Public Radio "Thinking" campaign

New Jersey State Aquarium "Keep Them Wondering" campaign

Log Cabin Syrup "Brothers"

## EDUCATION

American Film Institute  
University of Southern California

## COMPANIES / PRODUCERS & CREATIVES

Lower Macungie Township Historical Society  
ep Sarajane Williams, Ann Bartholomew, Danita Fries  
In the Wee hours  
ep Andrew Martin, Michael Walsh, James Hertzog  
In the Wee hours  
ep Andrew Martin  
In the Wee hours  
ep Andrew Martin, Bayasgalan Lhamsuren  
Cutkin Films  
ep Glenn Cutler, David Kotkin  
In the Wee hours  
ep Dan Hertzog  
In the Wee hours  
ep Dan Hertzog, Ganna Sanjperenlei  
In the Wee hours  
ep Dan Hertzog, Todd Kniss  
Reelistic Pictures  
ep Shahrook Oomer, Raz Adoti, Brian Gork, Lea Beth Shapiro

In the Wee hours (Manhattan Beach)  
ad Dan Hertzog . cw n/a  
In the Wee hours (Manhattan Beach)  
ad Dan Hertzog . cw Daniel Gray  
CDG Entertainment (Los Angeles)  
ad Christopher Gourlay . cw Anthony Vachris  
MXM (Los Angeles)  
ad Brittany Padon . cw n/a  
Sugarfina (Los Angeles)  
ad Sarah Kwak . cw Rosie O'Neill  
Splendid (Los Angeles)  
ad Jessica Lopez . cw Rebbie Brassfield  
Phenomenon (Los Angeles)  
ad Brian Englemen . cw Andrew Baker  
PJA East (Cambridge)  
ad Chris Frame . cw Cristina Gordet  
Hawthorne Direct (Los Angeles)  
ad John Pucci . cw Tess Clark  
Ogilvy & Mather (Los Angeles)  
ad Noel Woolfolk . cw Seth Raab  
FCB (Chicago)  
ad Charbel Nasser . cw Mike Mulcahy  
The Brownstein Group (Philadelphia)  
ad Tesia Barone . cw Andy Todes  
Grey (San Francisco)  
ad Ricki Daghlion . cw Josh Stern  
The Brownstein Group (Philadelphia)  
ad Tesia Barone . cw Jim Walls  
Ogilvy & Mather (New York)  
ad Walt Connelly . cw Bruce Richter

MFA in Cinematography  
BA in Cinema-Television Production

To view dan hertzog's most recent work, please visit [intheweehours.com](http://intheweehours.com).

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## BIO

Dan Hertzog graduated from the USC School of Cinematic Arts in May 1991 with a BA in Cinema-Television Production. From there, he rapidly worked his way up from a production assistant in LA to an ad agency producer in New York City. It was at his first staff job with Ogilvy & Mather in New York that he also made a name for himself as a director/dp, shooting first-rate test spots for next to no money.

He moved back to Los Angeles in January 1996 only to find himself crisscrossing the country countless times to freelance at a handful of ad agencies, including FCB, Bates USA, Grey, and Ogilvy. While continuing to produce TV commercials, he also found work shooting and directing spots through his production company, In the Wee hours.

Then, after more than ten years in the ad industry, Dan returned to the world-renowned AFI Conservatory to immerse himself in the study of more narrative, visual storytelling. He went on to receive his MFA in Cinematography from the American Film Institute in December 2004. His AFI thesis film, The Passage of Mrs. Calabash, was later honored for Artistic Achievement in Cinematography at the 2006 Emerging Cinematographer Awards.

After graduating, Dan continued to occasionally freelance as a senior and then executive producer at Ogilvy LA. His many years of hands-on experience in both production and post-production eventually led to stints consulting for ad agencies interested in building out their in-house production capabilities, shooting and directing TV commercials and web content for dozens of brands along the way.

Passionate about narrative filmmaking, Dan traveled to Indonesia in 2014 to lens the dramatic short Earthbound for writer/director Robin Shou. He was recognized again by the International Cinematographers Guild for his work on that collaboration at the 2016 Emerging Cinematographer Awards.

He has since collected a variety of awards as the director/dp behind the thought-provoking teaser for his 2049 sci-fi concept The People's Republic, the pilot presentation for the 1950s family drama Life in Kodachrome, the inspirational drama The Snow is Always Whiter, romantic comedy Dating Audrey, and adventure mystery Domino Springs. As a working commercial director/dp specializing in visual storytelling, natural dialogue, and subtle humor, Dan is eager to continue his ventures in more narrative work with the coming-of-age thriller Au Pair Girl.