

# Daniel Rucci

(630) 408-7852  
[DRucci@gmail.com](mailto:DRucci@gmail.com)  
<http://www.danielrucci.com/>

Available in Chicago and Boston  
Metro Areas

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## Qualification Summary

- 7 years producing and directing commercial, broadcast, industrial videos and interactive content
- 10 years video editorial and post-production management experience
- Technical & budgeting expertise for video production/post/distribution
- Team leader for video and interactive project leadership
- Client/account-side experience, proposal writing, sales, and excellent communication skills

## Professional Experience

### **Razorfish, Chicago**

Spring 2010 to Present

#### *Agency Producer*

- produce motion media content for national interactive campaigns, OLA, microsites, social media, AR
- collaborate with interactive, creative and account teams to ensure on-time, on-budget results
- vendor selection/vetting, casting, production management, inter-agency collaboration
- ensure success/represent agency interests in video pre-production, production and post

### **Pixel Brothers, Chicago**

Staff and Freelance, October 2008 to Present

#### *Producer, Director, Editor*

- produce, direct and edit studio, field and live-events production teams
- creative concepting, co-writer, treatment writer, ideation, storyboarding
- create bids, sales presentations, contribute to collaborative pitches
- Editor (FCP), compressionist, color/sound correction, 2D graphics, camera, lighting, audio

### **Sedgwick Productions, Chicago**

Staff and Freelance, May 2000 to Present

#### *Associate Producer, Senior Editor*

- involved in the entire gamut of video pre/production/post and business operations
- Lead editor, compressionist, color/sound correction, 2D graphics, I.T. guru
- handle multiple simultaneous tasks while maintaining highest standards of quality
- lighting, audio, camera on mobile and studio shoots, maintain studio and field equipment
- create new workflows for video deployed to non-traditional displays

### **Digitas, Chicago**

Freelance, January 2007 to Summer 2008

#### *Senior Motion Media Producer*

- produced and directed video for online advertising and interactive websites, radio commercials, social media, etc.

### **Video, Web, Interactive Independent Projects** 2002 to present

#### *Producer*

- in development of applications for iPad, iPhone, Google Android
- maintain my own roster of direct clients for video production and web design

## Technical Proficiencies

### **Editing/Graphics:**

- Expert-level editor on Final Cut Pro Suite, intermediate-level experience with Avid
- Expert-level with Photoshop, intermediate with After Effects
- Professional compressionist, proficient with custom web video deployment, DVD authoring
- Windows and Macintosh proficient. Extensive computer building, I.T., and engineering experience.

- Video and Audio core engineering knowledge, patch bay with multiple decks, various formats, high-volume dubbing, and the gamut of professional video engineering equipment, including I.T. and file management structures for PC and Mac networks
- Highly proficient with advanced technology and machinery. Able to learn and understand new technologies very quickly. Experience maintaining, troubleshooting, and repairing I.T. systems and electronic equipment.

### **Camera/Audio:**

- Experienced shooter on tape- and card-based ENG-style cameras, Panasonic HPX-2000, BetaSP, MiniDV, HDV, DSLR photography and videography, and 35mm film photography
- Post-production music and audio engineering including voice-over recording, audio mixing and mastering, SFX, music drops, Soundtrack, Sound Forge
- Experienced in live event mixing. PA systems, playback systems for music/video, home and live theatre.

### **Lighting:**

- Extensively experienced in interview and location lighting for small-scale shoots, as well as familiarity with large-scale film lighting, electrician, and grip work
- Professional credits and training in theatrical and live-event lighting equipment and processes

### Education

#### **The University of Illinois at Urbana-Champaign**

- Bachelor of Fine Arts in Theatre Design and Technology, emphasis in Lighting Design, 12/2001

#### **The Lorenzo De' Medici Art Institute**

- Art, Design & Photography intensive study, January-May 2002 (Florence, Italy)

#### **The Dale Carnegie Course for Young Adults (Downers Grove, IL)**

- Dale Carnegie Certification, May-August 1994

### INTERESTS, AND SKILLS

- Fluent in Spanish, some experience with Italian
- Extensive international travel experience through North/South America and Europe
- Experienced musician, percussionist, singer, and live performer; confident public speaker

References available upon request

### Recent CV

McDonalds Corporation, Electronic training for company-wide distribution	Bilingual Producer, Director	Ongoing
The Treasure Hunters Roadshow" NATPE TV Pilot	Producer, Editor, Camera Op.	Jan. 2010
Entourage Edge Promotional video	Director	Dec. 2009
"We Believe" feature documentary about the Cubs	Sound Mixer	2008-2009
MillerCoors, 2009 combined sales conference sizzle reel	Director	Nov. 2008
KRS-One bio interview MGD "The Craft" video series, Miller Brewing Co., Digitas	Director	Summer 2007
Miller Genuine Draft production process video Miller Brewing Co., Digitas	Director	Summer 2007
Sparks, four :30 second radio commercials, Miller Brewing Co., Digitas	Director/Producer	Fall 2007
Cymbalta Interactive patient assessment tool, Eli Lilly & Co., Digitas	Video Director	Spring 2007
Whirlpool appliances interactive landing page, Digitas	Video Director	Spring 2007
Video News Gathering Pilot Project, Chicago Sun-Times	Director/Producer	Summer 2006
"Chicago Marathon", "Shamrock Shuffle", in-race camera, LaSalle Bank	Producer	2005/2006
Northwestern University McCormick Engineering school centennial/tour videos	Editor	Summer 2009
Big Ten Network, Northwestern University half-hour broadcast shows	Editor	2008/2009
Steamist "Total Sense Collection" product rollout video, Marketing Support, inc.	Editor	2008/2010
Shell Vacations Club new membership sales video, Mauge, Inc	Editor	Summer 2008
"The Amazing Race, CBS	Key P.A	Summer 2004

Other clients Include: The Steve Wilkos Show, Illinois Bar Association and Foundation, Chicago Lyric Opera, BP/Amoco, Accenture, Broan/NuTone, United Stationers, Chicago Faucets, AOSmith, Gerber, American Standard, Franciskan/Skemp Hospital, Storandt/Pann/Margolis, Rhea & Kaiser, Growmark