

Neco (Ariel) Turkienicz

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What I bring to the plate is a mix of visual creativity, storytelling ability, successful managerial and mentoring experience, video marketing knowledge and business vision. I've directed, edited and produced branding and promotional campaigns, commercials, documentaries, and TV programs. I've led multiple creative teams, bringing projects to successful outcomes, always with big-picture vision and sharp attention to detail. I'm a team player, a can-do spirit, always curious and ready to learn more

Summary of Qualifications

Director, Producer, Video Marketer

- Directed and produced hundreds of live action and animated branding, testimonial, product, educational and commercial videos for countless businesses across the US (Video SEO Pro)
- Developed and managed successful relationships with hundreds of clients, always based on attentive listening and cooperation to help them achieve their business goals (Video SEO Pro)
- Directed video marketing campaigns for hundreds of businesses in the US and abroad (Video SEO Pro)
- Directed hundreds of 3D and 2D animation projects at 321 LAUNCH (NY) and Animated Storyboards (NY) for
- top ad agencies in the US and Europe, such as McCann Eriksson, Publicis, BBDO, Leo Burnett and more.
- Managed client contacts and directing marketing campaigns for the South American market, mainly
- Brazil, creating reliable working relationship with some of the largest ad agencies in Brazil, such as Leo Burnett, McCann Erikson, Ogilvy, Y&R, DDB and more.
- Wrote and disseminated daily creative briefs for professional crews working simultaneously in New York, Chicago, London, Bangkok and Tel Aviv offices while effectively managing the workflow.
- Trained and mentored junior creative directors and apprentices in all aspects of production process, bringing them to a high professional level.
- Designed shooting plans and directed actors in Motion Capture (MOCAP) shooting sessions for hundreds of 3D animated spots.
- Established and directed the first promo department at the Israeli Sports Channel 5, leading promotional and branding strategies and creating thousands of sport on-air promos
- Directed seven full-length documentaries (40-55 minutes) for Israel's Channel 2 and Sports Channel 5
- Directed several live and studio programs for the Sports Channel 5 and a seasonal series for broadcast Channel 2 in Israel
- Created two prime-time documentary specials on Brazil's participation in the 1994 Soccer World Cup.

Senior Video Editor

- Edited hundreds of branding, testimonial, product, educational and commercial videos for countless businesses across the US (Video SEO Pro)
- Edited full length Documentary "Kabbalah Me" (Orchard Productions NY)
- Edited documentary and promotional items for The Kindling Group (Chicago), JMS Sports (NY), Highline Productions (NY), Snippies Productions (NY) and many others.
- Edited and directed hundreds of on-air promotion spots and trailers for broadcast and cable TV in a wide range of topics: sports TV, news, TV series, docu-series and more. (Sports Channel, Israel)
- Online editing and color correcting with Avid Adrenaline and Avid Symphony for broadcast TV series and election campaigns (Israel)

- Edited and directed several documentary films for Israel's Channel 2 and Sports Cable Channel Five
Edited and directed hundreds of animated test commercials for top ad agencies in the US and Europe (321 LAUNCH NY and Animated Storyboards NY)

Professional History

- Vice President and CMO – Video SEO Pro – 2013 to Present
- Freelance Creative Director, Editor and Producer (Documentary Films, 2D and 3D animation, Cable and broadcast TV)– US– August 2010 to Present
- Associate Director – Marketing and Management – Pipe Dreams Brasil– July 2011 to 2012
- Creative Director & Project Manager – 321 LAUNCH – NY – 2009 to 2010
- Creative Director, Project Manager & Editor – Animated Storyboards LTD – NY – 2004 to 2009
- Program & Promo Department Director - Sports Channel 5, Israel – 1993 to 2004.
- Freelance TV Director and Senior Editor – Various broadcast and Cable channels – Israel – 1990 to 2004

Professional Expertise

- Expert Proficiency in Adobe Creative Suite, including Adobe Premiere, After Effects, Photoshop and Audition. Final Cut Pro, Avid Media Composer, Avid Adrenaline, Avid Unity
- Deep knowledge of all TV Postproduction multi-camera studio workflow and equipment.
- High Proficiency in all Microsoft Office tools as well as project management tools such as Basecamp and Microsoft Project.

Education

- Bachelor's degree, Major in Film & Television School, Tel-Aviv University, Israel
- School of Communications & Journalism - University of Rio Grande do Sul, Porto Alegre, Brazil

Languages

Fluent in English, Portuguese, Spanish, & Hebrew