

# Eduardo B. Fernandez

Award-Winning Writer • Producer • Editor

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## PROFESSIONAL SUMMARY

19+ years of experience in brand storytelling with a focus on video editing, and a continued desire to learn new editing techniques including AI generated footage and motion graphics. I bring experience collaborating with multiple stakeholders on tight deadlines, an infectious smile, and incredibly fast editing skills.

## RELEVANT EXPERIENCE

Freelance - B2B / B2C / D2C - Film & TV Editor (2016 - Present)

- **AMD:** Video Editor - Radeon | Ryzen Gaming Supercomp for Q2 2024
- **IBM:** Video Editor - Various B2B/B2C Content including The IBM Farmer Connect reel which followed South American farmers using the IBM blockchain service to better keep track of the full journey of coffee from beans to barista.
- Various Tech, Medical, and Business clients including Georgia Power, Grady Hospital, Iron Mountain, and Skillsoft.

Centerline Digital (staff) (2019-2023)

Produced and edited B2B/B2C/D2C videos for technology, medical, industrial and nonprofit clients including Home Depot, AMD, and IBM. Notable work includes:

- **VisitPay + Adventist Health Reel:** D2C vignette which featured Adventist's shift into a digital first facility creating ease of access for user medical information preventing inefficiencies and promoting improved hospital experiences.
- **PayPal + Prestashop Reel:** B2B reel focusing on the PayPal payment system and its reliability for businesses of all sizes and with all requirements.
- **Renault Blockchain Reel:** B2B Reel which featured Renault employees discussing the benefits they saw after switching to IBM blockchain to manage their production process.

The Intellectual Property Corporation (2020-2021)

Video Editor on a series of How-To videos for Home Depot featuring a variety of tutorials about the most common DIY projects renters and homeowners can take on to improve their quality of life.

Beam Imagination (2019-2020)

Video Editor on NCAA Final Four promotional video as well as Teach for America nonprofit reel

Fine Productions (2018-2019)

Video Editor on a variety of B2B/B2C/D2C reels for companies including Molnlycke, Southern Bracing Systems, and Lost Tribe E-Sports

Film/Television Video Editor (2005-2018)

Wrote, edited and produced on-air promos, trailers, Behind-the-Scenes vignettes, upfronts, EPK content, sizzle reels & sales tapes, long-form content, social media content and a variety of other content for companies including NBC Universal, Warner Bros, Sony Pictures, Paramount Pictures, CBS, ABC, Walt Disney Company and several other well-known brands across the entertainment industry.

## AWARDS

2 Telly Awards

1 Promax Award

**PASSIONS, SKILLS, and EXPERTISE** | Adobe Premiere | Avid Media Composer | Movies & TV | Science Fiction | Adobe After Effects | Vampires | Adobe Photoshop | Adobe Media Encoder | Creating YouTube Content | Astronomy | Adobe InDesign | Adobe Illustrator | Photography | Quantum Physics | Hiking | Carpentry | Media Management | Color Correction | Sound Design | Video Games |