

DANIEL AZARIAN

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PROFILE

I am a creative director and video producer of branded content, public service announcements, commercials and related media, with a proven track record of creative diversity, vision and communication.

CURRENT EXPERIENCE

Underdog Entertainment - Video Director/Producer/Editor

2005 - Present

Helm national television spots and digital content for blue chip brands and as well as entertainment properties.

Creative video producer and editor for branded content, public service announcements, commercials and related media including pre-production, production and post with a proven track record of creative diversity, vision and communication. Implements a strong, clear visual voice and a passion for design.

Highlights:

- There Will Never Be Any Peace Music Video; Client: Sony Music Entertainment
- Building the New World Trade Center; Client: Silverstein Properties
- Uplifting Miracle Worker/TIAB/Shower Gels; Client: Philosophy/QVC
- A Day in the Life of Lolita; Client: The Orca Network
Official Selection Documentary Short: IWFF, GreenScreen, SFIOFF
- Teenage Popstar Girl Music Video; Client: Whisperado Music
Winner: Best Int'l Music Video London IFF, Featured: AOL Music
- Bullying is Violence PSA Campaign; Client: Anti-Violence Project
Featured: Perez Hilton
- Save Lolita PSA; Client: The Orca Network
Official Selection: Blue Ocean Film Festival; Winner: 2 Telly Awards
- Circus Maximus Animated Opening Titles; Client: Daydream City Films
Winner: Golden Pixie Animation Award
- Bulletproof; Client: Facez LLC
Winner: Silver Telly Award (Highest Honor), 2 Bronze Telly Awards

Real Savvy Media - Executive Producer/Production Director

2008-2009

Produced over \$1m worth of branded entertainment, covering TV and web media for Real Savvy Media's (RSM) award winning content including the management of its multi million dollar TV and online branded content campaigns. Due to the success of these campaigns RSM was subsequently acquired by the Walt Disney Company.

Highlights:




- Scotch-Brite Commercial (Client: 3M)
- Single Serve Milk Branded Content (Client: Horizon Organic)
- Friend of the Family Branded Content (Client: American Family Insurance)

EDUCATION

New York University
Tisch School of the Arts
BFA (with honors)

SOCIAL

 [linkedin.com/in/danielazarian](https://www.linkedin.com/in/danielazarian)
 [behance.net/danielazarian](https://www.behance.net/danielazarian)
 [youtube.com/UnderdogEntertainment](https://www.youtube.com/UnderdogEntertainment)

 [@danielazarian](https://twitter.com/danielazarian)
 [facebook.com/underdogentertainment](https://www.facebook.com/underdogentertainment)
 vimeo.com/underdogonline

EXPERTISE

Adobe After Effects
Adobe Premiere Pro
Adobe Photoshop
Adobe SpeedGrade
Cinema 4D
Adobe Audition
Adobe Illustrator

FEATURED

AOL Music
Ads of the World
The Inspiration Room
We Love Ad
Kodak National APR

DISTINCTIONS

Silver Telly Award
4 Bronze Telly Awards
Golden Pixie Animation Award
18 Int'l Film Festival Official Selections (3 wins)

PRESS / MEDIA

CBS This Morning
The Weather Channel
Perez Hilton
The Huffington Post
Gizmodo
The Inquisitr
Broadway World
Seattle Post Intelligencer
Moviemaker
The Dodo
One Green Planet
Mongabay
Digital Journal
Hamptons.com

PREVIOUS EXPERIENCE

Warner Home Video - Brand Manager

Promoted all Warner Home Video / MGM / UA Major Motion Picture releases. Created consumer cross promotions with such companies as Burger King, Pizza Hut and Blockbuster Video.

G.P. Putnam's Sons - Marketing & Promotions Associate

Promoted adult fiction and non fiction book titles. Created and designed point-of-purchase displays for major book titles for all national booksellers.

Altman Data Systems - Manager