

ALEX REITER

**Director/Producer
DP/Editor**

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Summary -

VIDEO PRODUCER - 7 years of experience running field and studio shoots and interviews, both scripted and unscripted.

EDITOR - 15 years of post-production experience with long and short-content storytelling.

DP - 7 years of shooting short-format documentary and scripted content.

High level technical expertise with all aspects of video production including cameras, lenses, lighting, audio and rigging. Post-production expert in: AVID & Final Cut Pro, Adobe Suite, After Effects, Photoshop, Illustrator, file formats, compression, workflow and media management.

Work Experience -

RELEVANT MEDIA – Producer/Director/DP/Editor - Current

RELEVANT MEDIA offers full production support for engaging and inspiring content for purpose-driven organizations.

Clients Include: <http://www.beanfieldssnacks.com/>, • <http://www.careharbor.org/> • American Sustainable Business Council (<http://asbcouncil.org/>) • <http://www.achievementfirst.org/>

<http://www.relevantmedia.co/>

MICRO-DOCUMENTARIES - Director/DP & Editor- 2012 - Current

As a core member of the production and post-production team I have worked on hundreds of 2-3 minute documentary projects on issues surrounding technology, health care, education, sustainability, and innovation. The client base goes beyond the non-profit community to Fortune 500 companies who embrace values pertinent to Corporate Social Responsibility. My work has taken me around the world. Here is a partial list of clients and campaign I have had the pleasure to support.

Lucile Packard Foundation, Family Planning in Ethiopia • HP, Education in India • 500 Start-ups, Innovation across Asia & East Asia • Cisco, My Networked Life • Seventh Generation • Sutter Care • California State Parks • Trust for Public Land • Intel • Ebay • Microsoft • VMWare • Feeding America • Wells Fargo • Popexpert • eSpark • LearnZillion • Kellogg Foundation

REEL SEO - Field Producer/DP/Editor- 2010-2012

Shot and edited **Inside Machinima** on gaming, the growth of talent discovery on YouTube and the new economic model of the entertainment industry.

THE SHIRLEY BOVSHOW SHOW - Director/DP/Editor - 2010-2012

Directed & shot six thirty-minute episodes about garden and landscape design. The show

featured user engagement through the submission of video-content from guests around the world.

ROSETTA - Director/DP- 2010

Rosetta is an International Marketing Agency. Shot campaigns for: Kleenex, Juvederm and Nationwide Insurance.

BIG LIFE FILMS - DP – 2009-2012

The Minerva Awards: An organization spearheaded by Maria Shriver honors women for their services and contributions to the state of California. Shot the footage telling the stories of these honorees. <http://www.womensconference.org/sister-terry-dodge/>

BADER TV - Field Producer/DP - 2009/2010

Bader feeds networks such as the AP and CNN. Recent projects include: “Your Success Network”, “Nike: The Human Race”, “The LA Auto Show”. Shot field footage from concerts, to protests to red carpet events.

KNBC (“YOUR LA”) - Story & Field Producer/DP - 2008-2009

Fast-paced environment. Directed talent in the field, shot the segments. I produced or co-produced over 500 segments.

CURRENT TV – Video Journalist- 2007-2009

Produced/shot and edited short non-fiction content for their cable network including: “Get Your Vote On”, “Fallen Fruit”, “Park(ing) Day LA.

From 1995-2006 Worked as a union editor, in long-form television & Film. Projects Include:

2005-2007: **Dr. Phil Show, (Staff)** Paramount/ABC

2003-2005: **Nick Canon Presents: Wild ‘N Out** , MTV • **Masters of Champions**, ABC

2002-2003: **FOX Realty (Staff)**

1995-1998: **Global Health** PBS • **The Cut**, CBS • **Dry Dock**, Discovery Channel • **Tanner On Tanner**, Sundance • **Oderkirk.com**, NBC, • Feature Films include: “**Digging to China**”, “**Mrs. Winterbourne**”, “**Now and Then**” for New Line and Sony.

EDUCATION:

VASSAR COLLEGE - B.A. Science, Technology & Society ‘91

UCLA - Certificate Program in Screenwriting, ‘95

LINKS TO WORK:

www.alexreiter.com

<http://www.relevantmedia.co>

<https://vimeo.com/alexreiter>