



CONTACT

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SUMMARY

Trustworthy video producer with 38 years of practical experience and dedicated work ethic. Self-motivated to consistently provide first-class results in line with stringent targets and deadlines.

SKILLS

- Video: directing, shooting, underwater, aerial, editing, motion graphic, animations.
- Photography: portrait, landscape, underwater, food, miscellaneous
- Graphic design
- Rally driving
- 100 m dash fast athlete
- chess player
- scuba diver

LANGUAGES

Romanian: First Language

English: C1
Advanced

German: B1
Intermediate

French: A1
Beginner

Daniel Uko Lazar (Gidali)

EXPERIENCE

- **Creative projects** worldwide - World, Earth
01/2000 - Current
 - All kind of advertising using my skills as underwater, aerial, usual cameraman for clients from all continents from USA - Canada to Japan.
- **Freelancer** Worldwide - World, Earth
01/1998 - Current
 - Started working with clients all over the world on several online platforms, on some having even more than 12 years spent there, keeping a 5 stars rating being top rated with stellar feedback: <https://www.upwork.com/freelancers/~016aacf7b636ef3834>
 - Did everything from video editing, small animations, graphic design, motion design, video, photo, underwater, aerial shooting using drone etc
- **Video producer** Master Butler Official - Montreal, Canada
06/2022 - 09/2022
 - Shoot tons of videos working with a lot of actors creating content for a new social media brand. They started to post them on instagram/masterbutlerofficial
 - Had fun working with pro and amateur actors in Canada
- **Food Photographer** Takeaway and Bolt Food - Bucharest, Romania
01/2022 - 06/2022
 - Official food photographer for Takeaway and Bolt food went to a lot of Bucharest's restaurants to make official food photography for those restaurants main page in food ordering apps.
- **Sport videographer** UKO media - Geneve, Switzerland
04/2022 - 05/2022
 - Started a business called "race memory" where I try to accompany athletes to cover their race and have a memory of that race. Shooting video, shooting with drone, photography, run with athlete, all in a fast paced environment, first client being a...sheik running at Geneve Marathon. Here is his testimonial: <https://www.instagram.com/p/CdoOGCwAvDO/>
- **Videographer** Los Angeles - Los Angeles, USA
09/2018 - 03/2020
 - Get back to the roots, worked for a while in Burbank / Hollywood shooting music videos, docu, casting etc, forced to move back in Romania due to covid pandemy.
- **Video producer online** The New York Times & Howcast
01/2007 - 12/2011
 - Did video production for online posting for both, The New York Times and Howcast
- **Video Producer** Alsa Wildlife Film - Bucharest, Romania
01/2000 - 12/2010
 - Working with Alexandru Satmari creating 26 documentaries, each of them over 1 hour long, learning from the most iconic wildlife producer in Romania a lot about this type of video producing. Did promotional videos for several forest conservation from several regions of Romania. Created (some photo, graphic design, ready to print) 2 hunting albums called "Romania, Paradisul vanatorilor" including Prince Sturdza on it and "Din cartea naturii". Both being biggest hunting books created in Romania.
- **Advertising producer** Trusteam & Fargo Design - Bucharest
02/2000 - 05/2002
 - Complete advertising production from photo / video to all kind of advertising products, TV backgrounds, exhibition booths, stages, prints, large prints, signs, huge signs.
- **Food Photographer** Gastromania - Bucharest, Romania
05/1996 - 09/1999
 - Food photography for food magazine.
- **Underwater Videographer** Buftea Studios - Bucharest, Romania
06/1998 - 07/1998
 - Underwater shooting for american movie with super heroes. Shoot took place at Buftea studios in Romania, this time my dad being my assistant for the last time, was his last underwater shooting.
- **Advertising producer** Medical clinic - Bucharest, Romania
02/1996 - 03/1998
 - Creating print and video / photo visual for that medical clinic.
- **Film and Video Editor** TVR - Bucharest, Romania
01/1995 - 01/1996
 - Collaborating as video editor for wildlife show.
- **Advertising Executive** Leota Design - Bucharest, Romania
09/1993 - 12/1995
 - All departments of advertising, went through DTP, graphic design, photography, stage creation for TV or exhibitions, large printing, everything.
- **Student** LA film school - Los ANgeles, USA
09/1990 - 07/1993
 - Spent 3 years in LA film school learning the american way of making video, telling stories.
- **Cameraman assistant** Alexandru Sahia Film - Bucharest, Romania
06/1985 - 12/1989
 - Born in the oldest family from Romanian cinematography (Gidali) worked as my father assistant for several years shooting with Arriflex on film, underwater and also in December 1989 shot scenes from Romanian revolution. These were times to learn about how the camera works, how to proper expose, learn to shoot underwater, experience traveling with cinema crews, learning what everyone in the crew is doing. Building experience and taking advantage of my family heritage.

EDUCATION

- **Master of Arts: Entrepreneurial Producing & Innovation**
New York Film Academy
MA in Entrepreneurial Producing & Innovation certificate
- **Diploma of Higher Education: Video production**
Los Angeles Film School - Los Angeles, 1993
Videographer major
Directing as minor

ACCOMPLISHMENTS

- 3 main prize for documentaries as full or part of a team, in 1984, 1991 and 2007, even I had no target in competing in film competitions, it happened to send some footage and to be rewarded, last time in 2007 in Slovakia at Ekotopfilmfestival
- Being able to stay rated as 5 stars freelancer for more than 12 years working with thousand of clients all over the world and having a top rated badge meaning only 3% from freelancers get there.