

# Max Hoffmann

everything\_mac@mac.com

## Video Editing & Creative Services

310-463-3985 • Los Angeles, CA 90025

Self-motivated, innovative video designer with broad based experience in all aspects of video production. Exceptional technology skills combined with proven ability to drive creative strategy, deliver impactful graphics and oversee complex projects. Outstanding team leader distinguished for positioning brands and images in marketplace through use of dynamic motion graphics and compelling video editing. Demonstrated ability to excel under pressure while delivering high quality work.

### **Areas of Expertise:**

- Still & Motion Graphics
- Post Production
- Creative Thinking
- Art Direction
- Camera Shooting & Editing
- Scripting
- Editing, Compositing & Finishing
- Video Compression
- Exceptional Communicator

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## Professional Experience

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### **JOHN PAUL MITCHELL SYSTEMS • Los Angeles, CA**

#### **SENIOR EDITOR, MOTION GRAPHICS, 2017**

- Edited social media video commercials (Youtube, Instagram, Facebook, Twitter)
- Created How-to videos for the business to business channel
- Orchestrated the lighting setup for interviews and commercial-product in-house video shoots
- Animated logos and created brand identities with motion graphics and sound design.

### **NBC UNIVERSAL E! NEWS • Los Angeles, CA**

#### **EDITOR, TRANSLATOR, PRODUCER & VOICE TALENT, 2009-PRESENT**

- Produced Emmy winning television show E! News for German market, reaching over 350000 viewers.
- Lead team of 5 in editing commercials and translating show from English to German.
- Provide male voiceover services while directing female voiceover needs and translating all graphic initiatives.
- Orchestrated editing of U.S. commercial for E's *Keeping Up with the Kardashians* TV show.

### **RUSSO & ANNA • Los Angeles, CA**

#### **DIRECTOR/EDITOR/WRITER, 2017**

- Oversaw web series of Russo & Anna.
- Handled diverse production functions, from editing teasers and managing color corrections to sound design and motion graphics.

### **SKY TV • Los Angeles, CA**

#### **FREELANCE EDITOR, 2014-2017**

- Supported Academy Awards and Golden Globe productions for large European TV station.

## TRICOAST WORLD WIDE • Culver City, CA

### SENIOR EDITOR, 2006-2016

- Created and edited title sequences for feature film *Love Addict* and edited films *Kung Fu Brother* and *Better Criminal*.
- Handled high profile roster of Sony, American World Pictures, Crystal Sky, Red Bull and Scott Free, providing writing, design, editing and production services for national theatrical trailers, teasers, promos, and EPKs.
- Edited 80 trailers for theatrical sales, TV, and DVD markets while leading high profile editorial processing efforts.

## ANIMALS IN MY HEAD • Los Angeles, CA

### DIRECTOR/EDITOR/PRODUCER, 2016

- Successfully debuted feature length documentary, *Animals In My Head*, about Stanley Kubrick's films.
- Served in directing, production, and editing roles.

## FEATUREFILM • Sherman Oaks, CA

### VISUAL EFFECTS EDITOR, ARTIST & COORDINATOR, 2015

- Drove visual effect coordination for feature film, *Drive Me to Vegas and Mars*, by director Sidney Furie.
- Managed and mentored 4 visual effects artists in complex video sequence editing.

## BARNHOLTZ ENTERTAINMENT • Hidden Hills, CA

### EDITOR & POST-COORDINATOR, 2015

- Ensured industry standard quality and on time delivery of Lionsgate, Epic, Cinedigm, and Freestyle movies.
- Led team of 7 in delivering editing and production services.
- Spearheaded post-production processes for feature films and directed marketing initiatives.
- Collaborated with post production and digital home video designers in producing art concepts for ads and packaging.

## ENTERTAINMENT7 • Hollywood, CA

### HEAD OF POST PRODUCTION & SENIOR EDITOR, 2008-2014

- Created concepts and scripts for *Entrapment*, *Knockout*, and other shows.
- Directed creative teams in on-time consignment for post production and delivery departments.
- Developed and led various products for domestic and international film markets.

## R-LEADERS • Los Angeles, CA

### SENIOR EDITOR/PRODUCER – MOTION GRAPHICS, 2010-2012

- Oversaw editing and production of varied marketing vehicles for the Department of Defense, including infomercials, promos, training videos, infomercials and a feature length film.

*Previous experience includes Editor with Big Screen Entertainment Group, Lead Editor with GroundZero, Editor with Evolve Post, Cameraman for Women's Entertainment, and Freelance Cameraman for various German TV stations.*

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## Education & Training

**Master of Arts in Theater, Media & Communication**

UNIVERSITY OF LEIPZIG | Germany

**Sound Editing and VFX Editing Training**

UNIVERSITY OF CALIFORNIA LOS ANGELES | Los Angeles, CA

**Certification in 16mm Film, Digital Film & Video Workshops**

NEW YORK UNIVERSITY | New York, NY

TECHNICAL EXPERTISE

**Avid Media Composer, Adobe Creative Suite, Adobe Premiere, After Effects, Photoshop, Audition, Final Cut Pro Studio 3, Final Cut Pro 7, DVD Studio Pro 4, Compressor 3&4, Soundtrack Pro, Microsoft Office Suite**

PORTFOLIOS

**IMDB:** [http://www.imdb.com/name/nm2391196/?ref\\_=fn\\_al\\_nm\\_1](http://www.imdb.com/name/nm2391196/?ref_=fn_al_nm_1)

**Website:** <http://www.everythingmax.com>

**Work Samples:** <https://vimeo.com/user11133001>