

Mariana Mendoza

Video Editor / Intermedia Artist

+1-305-495-5940
figurem@gmail.com
Miami, FL

Profile

Editor with an interdisciplinary practice spanning film, design, animation, photography, and painting, often carrying a project from concept through final cut. Twenty years of agency and freelance experience across commercial, cultural, and independent work.

Experience

VIDEO EDITOR / INTERMEDIA ARTIST / FREELANCE

January 2005 – Present / Remote

- Edit platform-adapted video assets for digital, social, branded, and sponsored content.
- Develop concepts and edit short- and long-form video across commercial and independent projects.
- Direct and edit music videos and experimental films using digital, MiniDV, 8mm, and 16mm.

ASSOCIATE CREATIVE DIRECTOR | RAZORFISH

January 2015 – October 2023

- Concepted and developed video and motion assets for fast-paced digital, social, and integrated 360° campaigns for national brands including Dove, Orangetheory, Church & Dwight, Citibank, FIAT, and Ram Trucks.
- Produced platform-optimized short- and long-form video across beauty, fitness, health, and automotive accounts, adapting creative to each brand's format, platform, and audience.

ART DIRECTOR / SENIOR DESIGNER | SAPIENT

February 2008 – January 2011

- Led concept and design for client projects spanning illustration, animation, and video direction, delivering assets across print, digital, and social.

MEDIA DIRECTOR | IRENE MARIE MANAGEMENT GROUP

October 1999 – April 2007

- Filmed and edited website video content, including color correction, compositing, casting photography, and promotional collateral design.

Skills

Video Editing • Short- & Long-Form • Social Content • Motion Graphics • Visual Storytelling • Concept Development • Branded Content • Creative Direction • Photography • Graphic Design

Design Education

MIAMI AD SCHOOL

Portfolio Program for Graphic Design, 2003. Working in industry throughout attendance.

Selected Film & Moving-Image Education

PENUMBRA FOUNDATION, NEW YORK

For Movement, Against Reproduction

Continuing education in avant-garde and experimental cinema, film theory, and expanded moving-image practices. Coordinated by Pablo Marín.

LAV, LABORATORIO AUDIOVISUAL DE CREACIÓN Y PRÁCTICA CONTEMPORÁNEA, MADRID —

Insubordinaciones Fílmicas, Vol. V: Una grave inmovilidad. Frame a frame

Specialized study in contemporary visual arts and experimental cinema, exploring frame-by-frame filmmaking, image construction, and alternative moving-image practices. Directed and coordinated by Pablo Useros.

Languages

- English
- Spanish