

Michael Sita

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PROFESSIONAL SUMMARY

Award winning film professional with 20+ years experience (300+ projects) in advertising, commercials, TV, corporate, DRTV, longforms, live, web/digital, animation and film as a Producer, Director, Cinematographer and Editor. Background includes working with CEO's, celebrities, politicians, SAG/AFTRA, non-professionals, children, animals, food and products. Formats include scripted, non-scripted, interviews and reality.

CORE QUALIFICATIONS

- Experienced roles: Producer, Director, Cinematographer, Editor.
- Projects: pitch, bid, budget, negotiate, script, boards, insurance, book, deliver, actualize.
- Point person: agency/client relations, liason for entire projects and production company.
- Talent: SAG/AFTRA, casting, callbacks, rehearsals.
- Pre-production: schedule, crew, equipment, locations, art direct, set design, props, wardrobe, scout.
- Production: on set, live action, location, studio.
- Post-production: execute edit, graphics, visual effects, animation, VO, music, mix, color correct.
- Software: Mac/PC, Avid, Final Cut, Adobe, Sorenson, DVD Studio pro, Microsoft Office, Movie Magic, AICP.

PROFESSIONAL EXPERIENCE

DAVINCI PRODUCTIONS New York

2004 – present

Executive Producer / Freelance Director, Producer, Cinematographer & Editor

- Head of operations: commercials, TV, film, corporate, DRTV, longform, web/digital, animation.
- 75+ HD projects: Arri Alexa, Varicam, DSLR systems.
- Execute all phases from concept to delivery: collaborate with client, agency and internal team.
- Steadicam Operator.
- Studio Photographer.

30FPS PRODUCTIONS New York

1996 – Present

Senior Editor / Cinematographer

- Editor/Cinematographer on 250+ projects: commercials, corporate, DRTV, longform, web, music video, sizzle.
- Clients: Sony, Pepsi, Avon, Hertz, Gap, Motorola, Marchon, HBO, AMC, USA, IRS.

FAMILY LEGACY FILMS New York

2006 – present

Director / Cinematographer / Editor

- Produced all phases of production.
- Directed/DP'd interviews for feature length documentaries.
- Edit, color correct, graphics, Blu-ray delivery.

AWARDS

Winner of 4 BOLI Awards

EDUCATION

Long Island University C.W. post B.A. Film

1998

- Minor Communications
- Graduated with honors

LINKS

WEBSITE: www.krop.com/dvfilms