

Luca Di-Maio | Senior Video Editor

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lucadimaioeditor.com showreel & selected work

SUMMARY

Senior Video Editor working social-first: hundreds of campaigns for brands across sport, retail, film and entertainment, delivered to every aspect ratio and channel spec, whether cut natively or reversioned from a master. Edits in Premiere Pro with motion graphics in After Effects, and line-manages an editor alongside a full cutting load.

EXPERIENCE

Senior Video Editor, The Multiple Agency | May 2023 – Present

- **England Cricket:** year-round social across Test, T20, ODI, The Hundred and The Blast, spanning men's, women's, disability and youth cricket. Same-day turnaround on site at fixtures, highlights, player milestones, reactive posts, content-day formats, behind-the-scenes series, podcasts and in-stadium big-screen packages.
- **Commercial partnerships** for Metro Bank, Vitality, Sure, Toyota, Cinch and IG through England Cricket: talent-led social campaigns with men's, women's and disability players, awareness work and grassroots films, cut to each partner's brand guidelines and sign-off, including regulated financial brands.
- **Brand campaigns** for Better Gyms (multi-format wellbeing and fitness across social and screens), InPost (TikTok lockers) and MiniMBA (AI-led social).
- **Film and entertainment** for IMAX, Sony Pictures and Universal: social-first cutdowns of catalogue titles, red carpet sizzles and AV assets for theatrical releases, same-day red carpet social at BFI London Film Festival, and influencer support for Neon and Methis Films.
- Line-manage an editor: 1:1s, appraisals and goal-setting, plus the critical feedback that sets the standard for work leaving the studio.

Videographer & Editor, SEEN Connects | Aug 2021 – May 2023

- Shot alongside the lead videographer and owned the edit and motion graphics on every project.
- **eBay:** TikTok series with Steven Bartlett on small businesses, a long-form Authenticity Guarantee series with Kurupt FM and its cutdowns, World Cup content with Mason Mount and Peter Crouch, and watches, homes and vintage clothing campaigns with talent including Fearne Cotton.
- **Talent-led brand work:** Vogue Williams for Tommee Tippee, Dr Alex George for Panasonic, Chizzy Akudolu for HeyPharmacy, Frankie Bridge on interiors, and a US influencer sports campaign for Lululemon.
- Motion-graphics-led internal wrap films for end-of-project reporting.

SKILLS

Technical: Premiere Pro, After Effects and Creative Cloud / DaVinci Resolve / Avid Media Composer / Colour grading, sound design, captions and motion graphics / Multi-camera, 4K/6K and RAW

AI: Claude Pro, Gemini and LTX Studio / Building AI-assisted post workflows for ideation, versioning and turnaround

Workflow: Multi-format delivery and reversioning to channel spec / Same-day and on-site turnaround / Concurrent projects to deadline

EDUCATION

BSc Television & Broadcasting, First-Class Honours / University of Portsmouth, 2016–2020