

DANNY CROOK

CONTENT CREATION + DIGITAL DEVELOPMENT

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(872) 395-1878

GRAPHIC DESIGN

Freelance

2009-Present

I help create the digital assets that people need to start and grow their business. The Green Alley, Eat Street SMC, and Award Winning Entertainer Chris Randall are examples of the people and companies that have trusted me to help develop their brand aesthetic.

SCW Fitness Education / Les Mills Midwest / Water-in-Motion

September 2012 - October 2013

In-House Designer for the three brands under the SCW umbrella. Work included but was not limited to creating posters, flyers, brochures, business cards, coupons, event maps, marketing videos, branded microsites, monthly digital newsletters, and Regional/National email campaigns. Les Mills International consolidated its U.S. distribution by purchasing the Les Mills Midwest distributorship from SCW and moving it under Les Mills U.S., a wholly owned subsidiary.

ANIMATION

Freelance

2011-Present

Animation was a natural progression from designing graphic assets. Blending the principles of cinematography with dynamic typography and functional, appealing visuals, I have been fortunate enough to work with some really great teams like Automaton Creative, CADRE Omnimedia, and JJACK Productions to bring life to new ideas.

VIDEO PRODUCTION

Director of Photography (Cinematography)

"Two Days In February" Full Length Feature

"Coasting" Full Length Feature

"Fluffenhau" Full Length Feature

"Cutting Room" **Festival de Cannes** Short Film Corner

Production Coordinator

Panic! at the Disco "The Ballad of Mona Lisa" Music Video

Mike Posner ft. Lil Wayne "Bow Chicka Wow Wow" Music Video

Drive A "Let's Have a Wreck (Trainwreck)" Music Video

Drive A "Revolt" Music Video

Assistant To The Director / Creative Assistant

American Idol Ford Motors Season 10 Music Videos

Panic! at the Disco "The Overture" Short Film

Panic! at the Disco "Ready To Go" Music Video

Production Assistant

Lollapalooza 2015 **Red Bull Video Team** Artist's Village

Avril Lavigne "Smile" Music Video

Kelly Clarkson "Dark Side" Music Video

Daughtry "Outta My Head" Music Video

Papa Roach "Kick In The Teeth" Music Video

Freelance

Editor, Producer, Writer, Director

EDUCATION & CERTIFICATIONS

TRIBECA FLASHPOINT COLLEGE

Cinematography, Class of 2009
Member of the founding class of
Tribeca Flashpoint.

Recipient of merit-based Partial
Tuition Scholarship from
McDonald's Marketing.

MASTER LIGHTING WORKSHOP

Master Cinematography Lighting Workshop
conducted by Vilmos Zsigmond, ASC and
James Chressanthis, ASC at Essanay Studio
& Lighting.

Participation limited to invited attendee

MCCARTHY CERTIFICATION

I am Certified CORE Competent
by McCarthy Technologies, Inc.
This means I have demonstrated
mastery of the CORE Protocols -
standardized interpersonal
behaviors and best practices for
results-oriented teamwork.