

BENOIT GABRIEL DIRECTOR

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PROFESSIONAL SUMMARY

Award-winning commercial film director with nearly 15 years of experience working with advertising agencies and who has strong relationships in the creative production community. Creator of branded content for TV, digital, social media, and other platforms, with a focus on visual storytelling, emotional narratives, and authentic performances. Team leader adept at concept-to-completion approach and passionate about producing great creative work.

EXPERIENCE

Commercial Film Director

2005 - Present

Directorial work has been awarded at Cannes Lions, and showcased in SHOTS, Ad Age, Latin Spots, The New York Festivals, El Ojo de Iberoamérica, Festival el Sol, Nielsen IAG, and others.

Directed for production companies such as Saville Productions (LA), Hudy Group (London), BLM Film (Hamburg), Target Pictures, (Prague), Family Productions (Kiev), Film Service (Moscow), Red Productions (Belgrade), Homestead Films (NYC), Red Creek (NYC), Trailblazer Studios (Raleigh), Synthetic Pictures (LA).

- Directed high-quality commercials and content for TV and digital media platforms for agencies including: BBDO, Grey, FCB, Saatchi & Saatchi, TBWA, Ogilvy, DDB Worldwide, Omnicom, WPP, Y&R, and JWT, among others.
- Collaborated with clients and creative teams to brainstorm, plan, develop, and execute all production projects as demanded and within time and budget constraints to meet client needs.
- Collaborated with creative and technology teams to create story-driven content leveraging emerging filmmaking technologies.
- Managed projects from concept to completion spanning creative development and treatment writing, scoping deliverables (cost, schedule, and resourcing), pre-visualization, crew assembly, shooting, and post production VFX, Animation, Music, Finishing, and Final Deliverables
- Executed all projects within deadline constraints and found creative ways to reduce or repurpose budgets.
- Supervised creative vision across all platforms including post and pre-production.
- Wrote treatments, creative briefs, and pitched ideas to agencies and clients.
- Created project processes and workflows.
- Supervised production crews comprising both in-house and freelance personnel.
- Curated potential partners and provided production / creative recommendations.

SELECTED AWARDS & HONORS

- CANNES LIONS - Shortlist (2014) National Diploma (2010)
- NEW YORK FESTIVALS - Bronze World Medal (2011), Shortlist (2005)
- NEW YORK INTERNATIONAL ADVERTISING FESTIVAL -Shortlist (2008, 2007)
- NIELSON IAG - #5 Top TV Ad of the season (2008)
- DRAFTFCB Worldwide Creative Reel -Showcase (2008)
- SHOTS Issue #129 (2011)
- AD AGE Hispanic Creative Advertising Awards - Bronze (2010)
- FESTIVAL CÚSPIDE - Gold TV (2012, 2008, 2007), Silver TV (2015), Bronze TV (2015, 2012, 2010, 2008), Silver Web (2016), Best in Category (2014)
- EL OJO DE IBEROAMÉRICA, Shortlist (2013), El Ojo Local (2010)
- FESTIVAL EL SOL - Finalist (2010)
- EL FESTIVAL CARIBE -Shortlist (2007)
- LATIN SPOTS -Showcase (2006)

SKILLS

- Strong knowledge of various production approaches: Live Action, Editorial, Animation, and VFX.
- Ability to spearhead and balance multiple projects efficiently.
- Able to foster cross-team collaboration to ensure all business needs are aligned and accounted for.
- Knowledgeable of new production workflows and innovative technologies.
- Knowledgeable of static and animated CGI workflows.
- Proficient in FinalCut, Avid, Adobe Creative Suite.

EDUCATION

Syracuse University, Syracuse NY — B.F.A. Film 2000