



“Be fiscally responsible while having fun on set is of most priority”

DIRECTOR - JAVIER BERMUDEZ

ABOUT

An experienced and passionate filmmaker with an extensive track record working in advertising for high-end brands. Bilingual (English & Spanish), actively looking to collaborate with top-level production companies and create exciting content.



WORK ETHIC

Using years of experience as an editor, I like to reverse engineer my spots. Getting to know pacing, tempo and timing of the commercial beforehand allows for incredibly organized and focused shoots.

Workflow includes scanning storyboards and bringing them to the edit system making sure the creative flow works in 30 seconds. Most shoots waste time and money getting images that add nothing to the spot. More important than to know what you need is to know what you don't NEED, specially when you are against the clock.



EXPERIENCE

Having collaborated with companies and brands such as Herbal Essences, Crest, LEGO, Mercury Insurance and Montejo Beer- just to name a few -the acquired knowledge and experience will take any project to the next level.





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I'm really enthusiastic about the possibility of working with Frito-Lay. Bringing my professionalism and comedy experience could be a great match for the Brand.

Here are a few links to some of the work:

Herbal Essences spot for their "Naked" line.
<https://vimeo.com/81515838>

A US Market spot for the legendary Mexican beer "Montejo"
 Created for Anheuser Busch.
<https://vimeo.com/121073035>

And just for fun, here is our entry to the always enjoyable "Crash the Superbowl" entry we did a few weeks ago. GUARD DOG
<https://vimeo.com/147810064>

Additionally, I would like to mention a key collaborator, Joshua Reis. One of the top Cinematographers in Los Angeles. He has worked with incredibly high profile music artists, not to mention a vast number of high branded commercials. Budget permitting, he could be a great asset.

www.joshuareis.com

