

Daniel Loyd

(213) 280-7433 • Daniel@Loyd.com • DanielLoyd.com • hydroloyd/AIM

Profile



A Webby-nominated and Addy Award winning creative producer/editor with extensive experience developing and delivering content that is on message and on time. Known for excellent communication skills, dedication and humor. Keen appreciation of story, technology and cost. Exceeds client expectations consistently.

Notable Clients

America Online, New Line Cinema, Warner Bros., Discovery Channel, Comcast Entertainment Group, Sony

Selected Professional Experience

AMERICA ONLINE

MARCH 2010 - PRESENT, CO-PRODUCER & EDITOR.

- AOL Autos, "Translogic": Web series on the future of transportation technology.
 - Co-author of creative direction; manage post-production workflow & staff.
- Mapquest, "National Parks Pilot": Embedded web content showcasing 'must see' destinations.
- StudioNow, "Reader's Digest Pilot": Web series on common household solutions.

"AMERICA THE BEAUTIFUL: HEALTH FOR SALE", FIRST INDEPENDENT PICTURES

FEBRUARY 2011 - PRESENT, CO-PRODUCER & EDITOR.

- Feature documentary on the negative commercialization of the Health and Diet industries.

"SHINOBI", FUJISANKEI COMMUNICATIONS, COMCAST ENTERTAINMENT GROUP

AUGUST 2010, CONSULTANT.

- 30min reality show. Consultant on creative direction and editorial for the pilot.

"TAKERS", SONY SCREEN GEMS/AUTOMAT PICTURES.

SEPT 2010, EDITOR (DVD).

- Directed & Edited the DVD documentaries "Taken: The Making of 'Takers'", and "Take Action!"

LOS ANGELES SPARKS, ASG ENTERTAINMENT

APRIL 2010 - JUNE 2010, PRODUCER & EDITOR.

- In-Game and Viral Marketing materials.

"NUMBNUTS", MTV NETWORKS/KATALYST FILMS

DECEMBER 2009 - MARCH 2010, EDITOR.

- 30 Min. Stunt Reality show. Edited Episodes 103 & 109. Created series opening.

"I'M ALIVE", DISCOVERY NETWORKS/GURNEY PRODUCTIONS

JUNE 2009 - OCTOBER 2009, SUPERVISING EDITOR.

- Supervised staff of four editors and 8 assistants. Directed style, tone and story for 10 episodes.

SABERTOOTH INTERACTIVE/FILM REALITE'

FEB 2009 - APRIL 2009, EDITOR / PRODUCER / DIRECTOR,

- "FREE REALMS; 'NINJA' & 'SUPEREGO'", Sony Online Entertainment/Attik.
- "OUTDOOR LIVING", Wal-Mart/The Martin Agency.
- "PETER WALSH POINTROLL & CONVEYOR BANNER", Office Max/The Escape Pod
- Editorial and coordination for various projects including:
 - Nissan Murano & Infinity FX Spots, "Cats & Dogs 2" EPK, Denso Spark Plugs.

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“ONE WAY OUT”, DISCOVERY NETWORKS, NORTH SOUTH PRODUCTIONS

JULY 2008 - FEB 2009, LEAD EDITOR.

- 30 min Stunt Reality show; worked closely with producers to set style and tone of season.
- Supervised staff of three editors and two assistants.

SILENT CITY PRODUCTIONS

JUN 2008 - PRESENT, FOUNDER, CREATIVE DIRECTOR

- Silent City produces viral and interactive marketing and entertainment for future-minded media.
- “Sex and the City / Mercedes-Benz Fashion Week 2008” Web Featurettes.
- “Be Kind Rewind Viral Interactive Campaign”, New Line Cinema/Partizan/Tequila.

NEW LINE CINEMA / TIME WARNER

AUG 2007 - JUNE 2008, PRODUCER / DIRECTOR / EDITOR, MARKETING & INTERACTIVE MEDIA

- Produce and deliver publicity video and featurettes for New Line film properties, including:
 - “Sex and the City”, “The Golden Compass”, “Harold & Kumar 2”, others.

“AMERICA THE BEAUTIFUL”, SENSORY OVERLOAD PRODUCTIONS

JUN 2008, ADDITIONAL EDITOR

- Documentary feature on the culture of beauty in America and its effect on women.
 - *Winner: Chicago International, Beloit International, Giffoni Hollywood Film Festivals.*

COMCAST ENTERTAINMENT GROUP / E!, G4, STYLE

DEC 2006 - PRESENT, FREELANCE EDITOR, STAFF EDITOR (FEB 2006 - AUG 2007)

- Editor, On-Site, E3 Live 09; Comicon Live 08; Comicon Live 07.
- “Attack of the Show”, Co-Lead Editor (SEP 2006 - AUG 2007)
- “Filter”, Lead Editor (FEB 2006 - SEP 2006)
- Package and Sketch editor for various E!/G4 properties including:
 - “X-Play”, “Web Soup”, “Cheaters”, “Formula D”, G4; “The Soup”, E!; “Sports Soup”; Versus.
 - Full list of sketches and clips available upon request.

“TRACE EVIDENCE”, COURT-TV/KLS COMMUNICATIONS

APR 2004 - AUG 2005, EDITOR (SEASON 1), SUPERVISING EDITOR (SEASON 2).

- 30min Forensic Docudrama.
- Editor for “Trumbull”, “Warwick/Dover”; Season 1.; “Scher”, Season 2.

Please go to <http://DanielLoyd.com> for continued credits, portfolio and references.

Awards

- 2010 1st Place Telly Award, Best Documentary Series, Best Editing, “I’m Alive - Animal Planet”.
- 2009 Local & District Addy Award, “Be Kind, Rewind” Interactive Media Campaign.
- 2009 Nominee Webby Awards, “Be Kind, Rewind” Interactive Media Campaign.
- 2008 1st Place Telly Award, “Attack of the Show - Red Ring of Death”.
- 2008 Yahoo Comedy Nominee, “Attack of the Show - iVinyl”.
- 2007 1st Place Telly Award, “Attack of the Show - Vodka in a Stapler”.
- 2007 2nd Place Telly Award, “Attack of the Show - Crosby, Stills, Nash & Usher”.
- 2007 1st Place Telly Award, “Filter - Cuddle Party”.
- 2006 2nd Place Telly Award “Fox Lima L&M Reel”
- 2006 Platinum Best of Show Aurora Award “Fox Lima L&M Reel”
- 2004 1st Place Telly Award, “New Line Cinema - Maverick”

Associations

- Academy of Television Arts and Sciences.
- International Academy of Digital Arts and Sciences.
- Motion Picture Editors Guild, Local #700.