

EDITORIAL SERVICES

RAÚL FELIPE

Senior Video Editor · Creative Partner
Editorial & Post-Production

SERVICE CATALOG

Editorial capabilities, scope and collaboration models — 2026

*"Helping every project become
the strongest version of itself."*

EXPERIENCE

20+ years
Broadcast, documentary, film

BASED IN

Miami, Florida
Available worldwide

CONTACT

raul-felipe.com
hello@raul-felipe.com

Welcome

Every production presents a different challenge.

Some projects demand speed and efficiency. Others require narrative sensitivity, editorial restructuring, or a complete creative rethink before reaching their audience. My role is to adapt to the specific needs of each production while strengthening its storytelling, improving its clarity, and ensuring professional delivery standards throughout the entire post-production process.

With more than twenty years of experience across broadcast television, documentaries, advertising campaigns, film marketing and premium streaming productions, I provide scalable editorial services tailored to productions of every size — from a single trailer to long-term embedded support within an existing post-production team.

Whether collaborating as an integrated member of an existing editorial team or leading the complete post-production process independently, my objective remains the same.

*Helping every project become
the strongest version of itself.*

Editorial Philosophy

Editing is not simply arranging shots. It is identifying intention.

It is understanding what should be seen, what should remain hidden, and when emotion should take precedence over information. Every cut should have a purpose. Every sequence should move the story forward.

Technology changes continuously. Editing software evolves, AI-assisted tools reshape parts of the workflow, delivery formats multiply across platforms. Storytelling principles do not change with them.

I believe technical proficiency is only one part of editorial work. The greatest value comes from understanding the material, recognising opportunities within it, collaborating openly with directors and producers, and making decisions that strengthen both the story and the final audience experience.

Every project deserves its own editorial language. My responsibility is to help discover it.

ADAPTABILITY

Every production is different. My editorial process adapts to the format, the deadline and the creative ambition — never the other way around.

STRATEGY

Every cut is a decision, and every decision should be one I could explain out loud if asked. Editing is judgment, not just execution.

EXECUTION

Ideas only have value once delivered with precision. Craft and reliability are what turn creative judgment into a finished, broadcast-ready story.

Why Work With Me

- **Two decades, every format**

From broadcast entertainment to international film trailers to premium streaming documentaries — the range is wide, but the editorial discipline underneath is the same craft, applied consistently.

- **A safe pair of hands under deadline**

Years of high-volume broadcast and sports editorial have built genuine comfort with demanding turnarounds, without creative quality becoming the casualty of speed.

- **Integrates, doesn't disrupt**

I work as a true collaborator inside existing post-production teams as comfortably as I lead a project independently — my objective is to add value to a team, not to replace one.

- **Fluent across the full pipeline**

Avid Media Composer for professional broadcast and narrative workflows, the Adobe Creative Suite for fast-turnaround and motion graphics, DaVinci Resolve for finishing — the right tool for the project, not a single fixed workflow.

- **Editorial judgment, not just execution**

Every recommendation — structural, narrative or technical — comes with the reasoning behind it. Clients are never just handed a cut; they understand why it works.

PART TWO

Services

Nine editorial disciplines. One consistent standard of craft.

- 01 Documentary Editing
- 02 Film Marketing & Trailers
- 03 Broadcast Television
- 04 Sports Content
- 05 Advertising & Branded Content
- 06 Creative Consulting
- 07 Post-Production Supervision
- 08 Motion Graphics & Editorial Packages
- 09 AI-Assisted Editorial Workflows

SERVICE 01

Documentary Editing

Documentary work requires structural intelligence as much as technical skill. I work with interview material, observational footage, archival content and mixed-format projects to find the story within the material — understanding that documentary is constructed, not simply captured.

Documentary Editing

Editorial development for feature documentaries and documentary series, from assembly through final cut.

- Narrative structure and episodic architecture
- Interview construction and selects organisation
- Archive and stock footage integration
- Emotional pacing and dramatic progression
- Editorial supervision and final assembly

Documentary Trailers

Promotional trailers designed for broadcasters, streaming platforms, distributors and festival programmers.

Festival Versions

Specialised editorial cuts tailored for international festivals and market presentations, where runtime and pacing requirements often differ from the broadcast or streaming master.

Documentary Marketing Assets

Complementary promotional materials — featurettes, social cutdowns, behind-the-scenes pieces — supporting a documentary's release strategy.

IDEAL FOR

Streaming platforms · Broadcasters · Independent producers · Documentary filmmakers · Festival submissions

SERVICE 02

Film Marketing & Trailers

International trailer work sits at the intersection of storytelling and salesmanship — every cut needs to protect the integrity of the film while giving distributors and audiences a reason to choose it. Two decades of theatrical and streaming marketing experience inform every frame.

International Sales Trailers

Designed to position feature films within international film markets and rights acquisition events.

- Editorial concept development
- Narrative restructuring for a global audience
- Footage analysis and selection
- Trailer architecture and emotional pacing
- Music editing and sound integration
- Graphic adaptation and finishing supervision
- International master delivery

Official Film Trailers

Complete trailer development for theatrical release, streaming platforms or digital distribution — from editorial concept through final delivery.

Teasers

Short-form promotional pieces designed to generate anticipation while preserving narrative mystery.

- 15-second, 30-second and 60-second versions
- Digital and social-format adaptations

Festival Promos & Character Spots

Editorial pieces built specifically for festival submissions and market screenings, alongside standalone promotional edits focused on individual protagonists or narrative perspectives.

Marketing Campaign Assets

Complementary editorial materials supporting a theatrical or digital campaign.

- Viral pieces and announcement videos
- Behind-the-scenes edits and featurettes
- Social cutdowns across platforms

IDEAL FOR

Sales agencies · Independent producers · International distributors · Film markets · Festival presentations

SERVICE 03

Broadcast Television

Broadcast editorial is a discipline of volume and consistency as much as craft — weekly delivery schedules leave no room for a slow week. Two decades inside major European broadcast networks built the editorial reflexes this category depends on.

Entertainment Television

Editing of entertainment formats for weekly and prime-time broadcast.

- Talent shows and competition formats
- Reality television
- Variety and prime-time entertainment programming

Reality TV

Construction of narrative arcs from unscripted material while preserving dramatic progression and genuine audience engagement.

Multicamera Productions

Management of complex multicamera workflows requiring editorial precision and high-volume media organisation across many simultaneous feeds.

Fast Turnaround Productions

Editorial support for productions operating under demanding broadcast deadlines, without quality becoming the trade-off for speed.

Broadcast Compliance

Preparation of deliverables aligned with technical and quality control requirements for television networks and digital platforms.

IDEAL FOR

Television networks · Production companies · Entertainment formats · Reality and competition shows

SERVICE 04

Sports Content

Sports editorial moves at the pace of the game itself. Three years inside LALIGA Studios — including as Lead Editor on a flagship weekly format — built fluency in enterprise-scale, multi-editor sports production environments.

Sports Programming

Editing of premium sports features, magazine shows and weekly productions.

- Match storytelling and highlight construction
- Player profiles and historical features
- Branded integrations within editorial content
- Editorial packages for weekly broadcast formats

Sports Documentary

Long-form documentary treatment of sporting subjects — legacy retrospectives, athlete profiles and cultural-memory pieces that move beyond highlight-reel storytelling.

Enterprise Workflow Integration

Experience operating inside large-scale, multi-editor Avid NEXIS environments shared across journalism, graphics, production and marketing departments.

IDEAL FOR content

Sports leagues and federations · Sports broadcasters · Streaming sports platforms · Sponsorship and branded sports

Advertising & Branded Content

Branded work asks for the same storytelling rigour as long-form editorial — commercial objectives and editorial authenticity are not in tension when the craft is right.

Television Commercials

Editorial development for broadcast advertising campaigns, from rough assembly through delivery-ready finishing.

Digital Campaigns

Advertising assets optimised for digital distribution and social platforms, built for the way each platform is actually watched.

Branded Content

Story-driven branded productions that balance commercial objectives with genuine editorial authenticity.

Luxury Campaigns

High-end editorial work designed for premium brands seeking refined, restrained visual storytelling.

Product Launch Videos

Launch campaign editorial supporting product presentations across multiple platforms and formats.

Social Media Campaigns

Platform-specific editorial built for how each channel is actually consumed.

- Vertical and mobile-first formats
- Platform optimisation — Instagram, TikTok, YouTube Shorts, Facebook, LinkedIn, X
- Viral campaign pieces and character-led campaigns
- Adaptation of long-form assets into short-form deliverables

IDEAL FOR

Brands and agencies · Marketing teams · E-commerce campaigns · Luxury and premium clients

SERVICE 06

Creative Consulting

Sometimes the most valuable contribution happens before — or alongside — the edit itself: a second, experienced perspective on whether the structure is working.

Editorial Strategy

Evaluation and optimisation of editorial direction before production begins or during an active post-production process.

Narrative Consulting

Analysis of storytelling structure to improve audience engagement and emotional clarity.

Trailer Consulting

Independent review of an existing trailer with recommendations regarding pacing, structure and commercial positioning.

Creative Supervision

Ongoing editorial guidance throughout production and post-production — a senior perspective available at key decision points without a full-time engagement.

Story Development

Collaboration during early project stages to strengthen narrative architecture before editing begins.

IDEAL FOR

Production companies · Directors and producers · Teams seeking a second editorial opinion · Pre-production planning

SERVICE 07

Post-Production Supervision

Someone has to own the whole pipeline — not just the cut, but the people, the schedule and the technical standard everything has to clear before delivery.

Editorial Supervision

Leadership of editorial teams throughout the complete post-production process, from assembly through final delivery.

Workflow Design

Development of efficient editorial pipelines adapted to the specific needs and scale of each production.

Quality Control

Verification of technical standards prior to final delivery, catching issues before they reach a broadcaster or distributor.

Delivery Management

Preparation and coordination of broadcast-ready and digital masters according to platform-specific technical specifications.

Team Coordination

Collaboration with producers, directors, assistant editors, graphics departments and finishing teams to keep a production moving as one coordinated unit.

IDEAL FOR

Production companies · Streaming platforms · Multi-editor productions · Long-form series and documentaries

Motion Graphics & Editorial Packages

Graphics and finishing are treated as an extension of the edit, not an afterthought bolted on at the end — title design, packaging and final mastering all in service of the same story decisions made in the cut.

Title Sequences & Lower Thirds

Custom title design, animated credit sequences and on-screen graphic packages built to match a production's visual identity.

Editorial Graphic Packages

Recurring graphic systems for episodic or weekly formats — consistent, reusable, and built to scale across an entire season.

Finishing & Mastering

Final technical pass before delivery.

- Colour finishing coordination
- Final master delivery and broadcast deliverables
- Subtitle integration and synchronisation
- Music replacement and re-edit
- DCP preparation for theatrical delivery

IDEAL FOR

Episodic and weekly formats · Theatrical deliverables · Broadcasters with strict technical specifications

SERVICE 09

AI-Assisted Editorial Workflows

AI-assisted tools are integrated where they genuinely speed up the work — never as a substitute for editorial judgment, always under direct human creative control.

Creative Research

Support for concept generation and visual exploration using AI-assisted tools during early creative development.

Visual Development

Creation of references and visual concepts supporting pre-production and marketing exploration.

Editorial Workflow Optimisation

Integration of AI-assisted methodologies — transcription, rough-assembly acceleration, asset organisation — to improve production efficiency while every creative decision remains human.

Prompt Development

Design of structured prompts supporting image generation and creative ideation for productions exploring AI-assisted visual development.

Innovation Consulting

Guidance for teams exploring how AI tools can responsibly integrate into an existing audiovisual workflow.

IDEAL FOR integration

Teams modernising their post-production pipeline · Productions with tight turnaround windows · Studios exploring AI

Workflow

Every engagement follows the same disciplined structure, adapted in scale to the size of the project.

01 Discovery

A conversation about the project, the material, the deadline and the desired outcome. This is where scope and the right collaboration model get defined.

02 Proposal & Agreement

A written proposal outlining scope, deliverables, timeline and investment. Work begins once terms are agreed in writing.

03 Ingest & Assembly

Source material is organised and reviewed. An initial assembly or rough cut establishes the foundation for everything that follows.

04 Editorial Development

The core editorial process — structure, pacing, narrative decisions — refined through review rounds with the client.

05 Finishing

Colour coordination, sound, graphics and final technical polish bring the project to delivery-ready standard.

06 Delivery

Final masters are prepared and delivered according to the platform, broadcaster or distributor's technical specifications.

Deliverables

Standard technical specifications. Exact formats are always confirmed against the platform, broadcaster or distributor's current requirements before final delivery.

Video Masters	ProRes 422 HQ / H.264 / Rec.709, broadcast or DCI-compliant as required
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Audio Delivery	Stereo and 5.1 mix stems, broadcast-standard loudness compliance
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Graphics & Titles	Native project files plus rendered masters, editable source files on request
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Subtitles & Captions	SRT, VTT or broadcast-spec subtitle files, synchronised and QC'd
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Social & Digital Cutdowns	Platform-specific aspect ratios and durations — 16:9, 1:1, 9:16
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Project Files	Avid or Premiere project archives, organised and handed off on request
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Collaboration Models

Projects can be structured according to production requirements. Most engagements fall into one of the following models — though the right shape for a specific project is always part of the initial conversation.

Freelance Collaboration

Single-project engagements — a trailer, a documentary cut, a campaign — scoped, quoted and delivered against a defined brief.

Embedded Editorial Support

Working as an integrated member of an existing in-house post-production team, on-site or remote, for the duration of a production.

On-Site Productions

Direct, in-person collaboration for productions where proximity to the team, the footage or the broadcast facility matters.

Long-Term Contracts

Extended engagements for productions with an ongoing editorial need across a season, a series, or a sustained campaign cycle.

Remote Post-Production

Full editorial delivery from a remote workflow, coordinated through cloud-based review tools and enterprise storage where required.

Creative Consulting Engagements

Advisory-only arrangements — structural review, trailer audits, narrative consulting — without taking on the edit itself.

LET'S WORK TOGETHER

Ready to start a conversation?

For project enquiries, availability and bespoke quotations, reach out directly — every proposal begins with a conversation about your specific production.

WEBSITE

raul-felipe.com

EMAIL

hello@raul-felipe.com

LOCATION

Miami, Florida

*"Every project deserves its own editorial language.
My responsibility is to help discover it."*

Custom proposals available worldwide. Rates and availability provided upon request — see the accompanying Rate Card for indicative pricing.