

Damian Cardona

Emmy Award–Winning Video Producer & Visual Storyteller

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PROFESSIONAL SUMMARY

Emmy Award–winning video producer with 15+ years of experience in advocacy, political, and commercial production. Combines hands-on cinematography and editing with experience managing budgets, coordinating crews, and guiding projects from planning through delivery. Current work at AFSCME focuses on member stories, leadership coverage, and short-form video. Previously led production at CATECOMM and founded Unknown Media, a creative production business.

EXPERIENCE

Assistant Video Field Producer | AFSCME

October 2023–Present

- Produce field-based video stories featuring union members and national leadership, supporting organizing, recruitment, and public-facing communications.
- Execute solo and small-crew location shoots, handling camera, interview lighting, location audio, and event coverage while adapting to changing schedules and production conditions.
- Collaborate with communications colleagues on interview-driven stories and short-form event recaps, shaping footage into clear narratives and incorporating editorial feedback.
- Support leadership appearances with speech coverage, direct-to-camera recordings, teleprompter setups, and supporting footage.
- Prepare and organize production media for editing and future reuse, including footage handoffs, audio coordination, and shared-storage workflows.

Head of Production | CATECOMM

May 2015–May 2023

- Led video productions from planning through delivery, managing budgets, crew hiring, production schedules, and client coordination.
- Worked across cinematography, camera operation, location audio, editing, line producing, and production management.
- Helped build the company's media-production operation and supported the development of junior production staff.
- Coordinated clients, crews, vendors, and production resources to keep projects organized through delivery.

Founder / Owner | Unknown Media

April 2010–May 2015

- Founded and operated a creative production business spanning commercial, educational, web, and advocacy projects.
- Managed client development, proposals, and crew, location, and equipment logistics.
- Developed an ongoing production relationship with Code School that led to work for Google's Web Developers site.

SELECTED RECOGNITION

2023 Suncoast Regional Emmy Award | Don't Miss Your Shot

Public Service Announcement — Single Spot | CATECOMM · Named recipient

SKILLS

Field Production: Interview production, cinematography, location lighting, location sound, event coverage, teleprompter operation, gimbal operation, aerial capture

Post-Production: Video editing, interview-driven storytelling, audio synchronization, captions and subtitles, short-form deliverables

Production Management: Budgeting, scheduling, crew coordination, location logistics, client and stakeholder communication

Media Workflows: Verified media offloads, footage organization, editor handoffs, shared storage, archive planning

Software: Adobe Creative Cloud, DaVinci Resolve, Final Cut Pro

CERTIFICATION

FAA Part 107 Remote Pilot Certificate

EDUCATION

Full Sail University

Master of Fine Arts, Media Design — 2014

Master of Science, Entertainment Business — 2011

Bachelor of Science, Film — 2010