

Joe Craib

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Qualifications

Professional Strengths:

- Excellent communication skills and strong work ethic in a professional environment.
- Ability to work within tight deadlines while being flexible and adaptable.
- Sound knowledge of health and safety procedures.
- Strong conflict resolution and problem-solving skills.
- Strong leadership abilities and an effective team member.

Film and Television Skills:

- Eight-plus years experience working on professional commercial and narrative sets.
- Working with production teams to effectively schedule both long and short-form shoots.
- Managing crews and getting days made.
- Adaptable and decisive in high-pressure situations, while maintaining good humour and a positive attitude.
- Prioritizing respect and honesty in an on-set environment.

Technical Proficiencies:

- Adobe Creative Suite; Davinci Resolve; Final Draft Screenwriting Program; Croogloo software; Move Magic Scheduling, MS Office including Word, Powerpoint and Excel.

Education

B.A. Film and Media – Queen’s University, Kingston, Ontario – Graduated 2016

Directing & Producing Filmography

Film Title (Format)	Production Company	Screen Credit	Year of Release	Select Festivals and Awards
Please Eat Organic (Short)	Thompson Film and Digital, Start The Picture	Producer, 1 st AD	2023	<i>Macabro International Horror Film Festival, Toronto Indie Horror Festival</i>
Blooming (Short)	Wild Flicks	Producer, 1 st AD	2022	<i>Kingston Canadian Film Festival, Toronto Shorts International Film Festival</i>
Empty Nest (Short)	Start The Picture	Director, Writer	2020	<i>Toronto International Spring of Horror; Lift Off Global Network</i>
Dredge (Short)	Start the Picture, Wild Flicks	Producer, 1 st AD	2020	

Step Into My Office (Short)	Start The Picture, Gambit Entertainment	Producer, 1 st AD	2020	
Devout (Short)	Gambit Entertainment	Producer, 1 st AD	2019	<i>Toronto Shorts International Film Festival;</i> <i>Lift Off Global Sessions;</i> <i>Global Shorts award of excellence</i>
From The Thunder (Short)	True Perspective, Start The Picture	Producer	2019	<i>Rocky Mountain International Film Festival; Toronto Independent Film Festival;</i> <i>Best Short Florence Film Awards</i>
Off The Grid (Short)	Independent	Director, Writer	2016	
Wasteland (Short)	Independent	Director, Writer, Producer	2015	<i>Kingston Canadian Film festival</i>

Producing Reference: Zach Closs - zacharytcloss@gmail.com

Selected Career Credits – 1st Assistant Director

Production	Format	Producer / Production Company	Date
<i>"Get Hooked"</i>	Series	Heidi Lynch /	September 2024
<i>"Macy Murdoch Season 2"</i>	Series	Suzan Mazur / Shaftesbury Films	August 2024
<i>"Judas Goat"</i>	Short	Lola Gafaar / Sixth Cinema	July 2024
<i>"Fourteen"</i>	Short	Lola Gafaar / Second Adolescence Productions	March 2024
<i>Joey Arrigo: "Get Down"</i>	Music Video	David DeRose / FILMHAUS	March 2024
<i>Treasure Hill "Make The Switch"</i>	Commercial	Craig Shouldice / Sawmill Productions	January 2024
<i>Mastercard "The Dish"</i>	Web	Angela Su / MLSE	December 2023
<i>MLSE x TFC "All In"</i>	Commercial	Angela Su / MLSE	November 2023
<i>"Book of Grievances"</i>	Short	Chris Cunningham, Paul Fler	October 2023
<i>"Sick Puppy"</i>	Feature	Natalie Dale, David Multari	September 2023
<i>OPG: "Electrifying Life"</i>	Commercial	Angela Su/ Nimble Content	July 2023
<i>"TFS: Blast To The Past"</i>	Commercial	Nason Markwell / Yorkville Education	May 2023
<i>"Drive Back Home"</i>	Feature	Maddy Falle, Brian Mason	March 2023
<i>"IDRF: Ramadan"</i>	Commercial	Adeel Shamsi	February 2023
<i>"Hysteria"</i>	Feature	Reem Morsi/ Scarab Films	November 2022
<i>Crown Royal X MLSE "Waterbreak"</i>	Commercial	Craig Shouldice / MLSE, Danger Island Films	September 2022
<i>"IDRF: Water" (Commercial)</i>	Commercial	Adeel Shamsi	July 2022
<i>"Lexus Precision Service"</i>	Commercial	Aidan Frawley / Dentsu	July 2022
<i>"COBOT"</i>	Commercial	Craig Shouldice / Sawmill Creative	April 2022
<i>Treasure Hill "What do You Treasure"</i>	Commercial	Craig Shouldice / Sawmill Creative	January 2022
<i>Eye Of The Veil</i>	Short	Charanpreet Chall / Ayinke Films	September 2021

<i>Rocket Ruel</i>	Short	Jeff Chiu / Archipelago Productions	August 2021
<i>Lucas The Spider</i>	TV	LTS Productions	June 2021
<i>Verona</i>	Feature	Maeve Kern	June 2021
<i>Things I Do For Money</i>	Feature	Filmcoop/ Pagoda Productions	August 2018
<i>Life Line</i>	Short	Epik Films	March 2018

References:

Narrative: Lola Gafaar - [lolomagafaar@gmail.com](mailto:lomagafaar@gmail.com)

Commercial: Craig Shouldice - craigshouldice@gmail.com

Selected Career Credits – 2nd Assistant Director

Production	Format	1st AD	Producer / Prod. Company	Date
<i>BOSS: "The Scent"</i>	Commercial	Olivier Coulhon	Kelly King / Means of Production	June 2024
<i>"Violence"</i>	Feature	Brendon Cabral	Maddy Falle	May 2023
<i>"Gentle Barbarians"</i>	Feature	Sarah McGowan	Danielle Nicole Lee	March 2023
<i>"Lay's Casting Call"</i>	Commercial	Sam Pecoraro	Steam	February 2023
<i>"Kellogg's"</i>	Commercial	Sam Pecoraro	Merchant	November 2023
<i>"Paw Patrol"</i>	Commercial	Jeff Cowan	Spin Master, Nimble	April 2023
<i>"Real Canadian Superstore"</i>	Commercial	Jeff Cowan	Jeff Shwartz	March 2023
<i>"Christmas By Candlelight"</i>	Feature	Jeremy Curry	Mary Petryshyn	February 2023
<i>Ritz: "Raise A Toast"</i>	Commercial	Jeff Cowan	Adam Rodness	November 2022
<i>"What We Do For Love"</i>	Feature	Jeremy Curry	Mary Petryshyn	September 2022
<i>"The Wedding Rule"</i>	Feature	Jeremy Curry	Mary Petryshyn	July 2022
<i>"Christmas On The Rocks"</i>	Feature	Mario Scenna	Leanne Brennan	June 2022
<i>"Canadian Blood Services"</i>	Commercial	Billy Shand	Alex Dall'Orso	March 2022
<i>"Midnight At The Paradise"</i>	Feature	Derek Filiatrault	Bill Robertson	November 2021
<i>McCafe: "Tradition Keepers"</i>	Commercial	Jeff Cowan	Amanda Curtis	October 2021
<i>Canadian Tire: "Winter Jobs and Joys"</i>	Commercial	Ron Parrell	Alfredo Films	October 2021
<i>Tim Hortons: "Bring It Home"</i>	Commercial	Billy Shand	Radke	October 2021
<i>"York University"</i>	Commercial	Ron Parrell	Matt Wiele	November 2020

References:

Narrative: Sarah McGowan - s.mcgowan.tv@gmail.com

Commercial: Jeff Cowan - checkthegate1@me.com