

Joe Craib

Assistant Director

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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:

- 10 years experience working on professional commercial and narrative sets.
- Working with production teams to effectively schedule both long and short-form shoots.
- Managing crews successfully and getting days made.
- Adaptable and decisive in high-pressure situations.
- Prioritizing respect and honesty in an on-set environment

Technical Proficiencies:

- Adobe Creative Suite; Davinci Resolve; Final Cut Pro; Final Draft Screenwriting Program; Croogloo software; Movie Magic Scheduling; MS Office including Word, Powerpoint and Excel; Google Docs, Sheets and Slides

Education:

- **B.A. Film and Media** – Queen’s University, Kingston, Ontario – Class of 2016

Selected Career Credits – 1st Assistant Director

Production	Format	Producer / Production Company	Director	Date
IESO “Save On Energy”	Commercial	Filip Terleki / Creators Bureau	Filip Terleki	Aug. 2025
“Picture Day”	Short	Nic Altobeli / K Collective	Bitt Delgaty	Aug. 2025
Cashmere “The Seal”	Commercial	Aarin MacKay/ Holiday Films	Brett Blackwell	June 2025
Mastercard “Insider Benefits”	Commercial	Angela Su / MLSE	Adeel Shamsi	June 2025
Freddie “Your Safe Space”	Commercial	Michael Falco / Viva Media	Matthew Watts	May 2025
Purolator “Tackle Hunger”	Commercial	Aarin MacKay / Holiday Films	Darcy Hennesey	April 2025
AMEX “Onboarding”	Commercial	Megan McCartney / Wilim Media	Britt Delgaty	Feb, 2025
MLSE x Turbo Tax	Commercial	Angela Su / MLSE	Adeel Shamsi	Jan. 2025
Home Hardware: “Bring it Home”	Commercial	Aarin MacKay/ Holiday Films	Lena Beug	Oct. 2024
“Get Hooked”	Series	Heidi Lynch / The Bone Vault	Leah Vlemmiks	Sept. 2024
“Macy Murdoch Season 2”	Series	Suzan Mazur / Shaftesbury Films	Katie Boland	Aug.2024
“Judas Goat”	Short	Lola Gafaar / Sixth Cinema	Luwam Tekeste	July 2024

Joey Arrigo: "Get Down"	Music Video	David DeRose / FILMHAUS	Francis Luta	Mar. 2024
Treasure Hill: "Make The Switch"	Commercial	Craig Shouldice / Sawmill Productions	Jacob Barkey	Jan. 2024
Mastercard "The Dish"	Web Series	Angela Su / MLSE	Jerome Riel	Dec. 2023
MLSE x TFC "All In"	Commercial	Angela Su / MLSE	Jerome Riel	Nov. 2023
"The Superior Person's Book of Grievances"	Short	Chris Cunningham, Paul Fler	Rob Scarborough	Oct. 2023
"Sick Puppy"	Feature	Natalie Dale, David Multari	Jay Reid	Sept. 2023
OPG: "Electrifying Life"	Commercial	Angela Su/ Nimble Content	Brett Blackwell	July 2023
"Drive Back Home"	Feature	Maddy Falle, Brian Mason	Michael Clowater	Mar. 2023
IDRF: "Ramadan"	Commercial	Adeel Shamsi	Adeel Shamsi	Feb. 2023
"Hysteria"	Feature	Reem Morsi/ Scarab Films	Reem Morsi	Nov. 2022
Crown Royal X MLSE "Waterbreak"	Commercial	Craig Shouldice / MLSE, Danger Island Films	Alex Molenaar	Sept. 2022
"Lexus Precision Service"	Commercial	Aidan Frawley / Dentsu	Gurmeet Singh	July 2022
"COBOT"	Commercial	Craig Shouldice / Sawmill Creative	Jacob Barkey	April 2022
"Rocket Ruel"	Short	Jeff Chiu / Archipelago Productions	Jessie Posthumas	Aug. 2021
"Verona"	Feature	Maeve Kern	Sebastian Back	June 2021
"Things I Do For Money"	Feature	Filmcoop/ Pagoda Productions	Warren P. Sonoda	Aug. 2018

References:

Narrative: Lola Gafaar - lolagafaar@gmail.com;
Commercial: Aarin MacKay - aarinmackay@gmail.com

Selected Career Credits – 2nd Assistant Director

Production	Format	1 st AD	Producer / Prod. Company	Date
Function Health	Commercial	Soo-Won Lee	Elisabeth Bottomley/ OPC	Aug. 2025
CIBC Run For the Cure	Commercial	Sam Pecoraro	Ellie Winston / Merchant	June 2025
RBC x Apple	Commercial	Sam Pecoraro	Shannon Barnes / Steam	May 2025
Jack Daniels	Commercial	Sam Pecoraro	Luke Bryant / Soft Citizen	Mar. 2025
Prevnar: "Babies on a Mission"	Commercial	Sam Pecoraro	Kelly King / Sterling	Feb. 2025
Bayer: "Aspirin"	Commercial	Sam Pecoraro	OPC	Dec. 2024
BOSS: "The Scent"	Commercial	Olivier Coulhon	Kelly King / MOP	June 2024
"Violence"	Feature	Brendon Cabral	Maddy Falle	May 2024
"Gentle Barbarians"	Feature	Sarah McGowan	Danielle Nicole Lee	Mar. 2024
"Lay's Casting Call"	Commercial	Sam Pecoraro	Steam	Feb. 2024
"Paw Patrol"	Commercial	Jeff Cowan	Spin Master	Apr. 2023
"Christmas By Candlelight"	Feature	Jeremy Curry	Mary Petryshyn	Feb. 2023
"What We Do For Love"	Feature	Jeremy Curry	Mary Petryshyn	Sept. 2022
"The Wedding Rule"	Feature	Jeremy Curry	Mary Petryshyn	July 2022
"Christmas On The Rocks"	Feature	Mario Scenna	Leanne Brennan	June 2022
"Midnight At The Paradise"	Feature	Derek Filiatrault	Bill Robertson	Nov. 2021

References:

Narrative: Sarah McGowan - s.mcgowan.tv@gmail.com;
Commercial: Sam Pecoraro - sampecoraro@mac.com

Directing & Producing Filmography

Film Title (Format)	Production Company	Credit	Year of Release	Select Festivals and Awards
Today's Special (Short)	Start The Picture, Get Emotional	Director, Producer	2025	
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; 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; 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>

Screeners available upon request

Producing Reference: Zach Closs - zacharytcloss@gmail.com