

Edward Salerno Jr

Summary:

Edward Salerno Jr. is an award-winning director of photography with over 18 years of professional experience across narrative, documentary, commercial, and streaming, online, live event, and television production. A highly skilled technical craftsman, his work is defined by an ability to translate the psychological and emotional dimensions of character into visually compelling images that support story, tone, and audience engagement. Grounded in a collaborative, empathy-driven approach, he emphasizes solution-oriented workflows that align artistic intent with practical execution across diverse formats and media platforms. He has contributed to a wide range of scripted, documentary, and commercial projects exploring themes of identity, social connection, creativity, and human experience. Beyond his professional practice, he is actively engaged in mentorship and education, having guest lectured at multiple colleges and participated as a volunteer in numerous American Society of Cinematographers Masterclasses, demonstrating a sustained commitment to pedagogy and the advancement of cinematic craft.

Professional Experience/Work History:

position	shoot type	shoot title	director	producer	seen on
DP	marketing & commercial	SportFX.ai	Ray Fonseca	Ray Fonseca	multi platform
cam op (A-ronin)	TV series	Cocomelon Melon Patch, S1	Shannon Flynn	Stephanie Morrison moonbug ent.	YoutubeTV/Netflix
DP	commercial	Wyndham Resorts & Ramada Inn	Kevin Higgins	RedOakDigital	multi platform
DP	short - narrative	Menil & Her Heart	Isabella & Sophia Madrigal	Anette McCroskey - Artist Endeavors	In post
DP	feature - nar.	Our Crossroads	Neil Weiss	Ryan Kelly Unboundmediaworks	in sales
cam op	TV series reality	Coulda Been House - S1	David Janoff	Druski & Janoffilms	YoutubeTV
DP	TV series - 1hr narrative	Beyond Belief: w/ Jonathan Frakes (S6) aka X-Factor (S2)	Holger Frick, Ben Munz, Seanne Winslow, Cesar Reyes, Steffen Hacker, Esther Maaß,	Holger Frick Ben Munz	RTL2 germany
DP	commercial	Mattel Brands: Barbie, Monster High, American Girl	Olivier L. Gagnon	Nikit Doshi	cross platform
DP	commercial	Butcher Box featuring Matty Matheson	Andrew Gaul	R. Woodruff & P. Weeks	cross platform
DP	feature - doc	Song House Live	Michael Kristoff	Mike Hogan	TBD
Cam Op	commercial	Ugly Stick series w/ Matt Robertson	multiple	Artclass/ 37 Lanes	cross platform
DP	commercial	The Action Network - superbowl Bets	Ryan McKee	Issabella Gomez	youtube
DP	commercial	Beauty Counter product expo live streams	Nomobo	Nomobo	private clients
DP	commercial	Snickers - hungry? grab a snickers	Chris Campbell	BratTV	youtube
DP	narrative - series	Good Luck Have Fun	Chris Campbell	BratTV	youtube
DP	commercial	Cinnamon Toast Crunch - crunch time	Chris Campbell	BratTV	youtube
DP	narrative - series	Attaway General Season 2	Camille Stochitch	BratTV	Hulu
DP	narrative - series	Attaway General Season 1	Camille Stochitch & Alex Berman	BratTV	Hulu
DP	narrative - series	Rumors *won best cinematography award @ indieseries*	Matte Vieria	Vsquared pictures	Amazon
DP	feature - doc	Ghost Empire: Harvey comics	Johnny Harvey	Mike Hogan	Mubi
DP	documentary	Mind Like Still Water	Dylan Silver		AppleTV/amazon
DP	commercial	Dr.Glosman DDS advert	R. Courtney	Creative Deviants	cross platform
DP	commercial	- Cocoon cam -	R. Courtney	Creative Deviants	cross platform
DP	commercial	STEAM beauty products - #ThanksgivingGoals	R. Courtney	Creative Deviants	cross platform
DP	commercial	Mahalo Cards - Creative Deviants	R. Courtney	Creative Deviants	cross platform
DP	commercial	Finding Me Time (Halloween) - STEAM products	R. Courtney	Creative Deviants	cross platform
DP	commercial	#showergoals - STEAM products	R. Courtney	Creative Deviants	cross platform
DP (tandem unit)	TV series - reality	Siesta Key S1 - MTV	multiple	EOne	MTV
DP (2nd unit)	feature	Little Rituals	Marcus Nash	Dave Fraunces	in post
DP	web short form	Briefcase!	B. McCombs	B. McCombs	Funny or Die!
DP	multicam	Kflay- Blood In The Cut	Justin Sirizzotti	Interscope	cross platform
DP	multicam	Urbancone - Pumping Up Clouds	Edward Cooke	Interscope	cross platform
DP	multicam	Colouring - About You	Justin Sirizzotti	Interscope	cross platform
DP	multicam	Nightly - XO	Justin Sirizzotti	Interscope	cross platform
DP	multicam	Nightly - Talk to me	Justin Sirizzotti	Interscope	cross platform
DP	commercial	Honey partners - Honey	R. Courtney	Creative Deviants	cross platform
DP	commercial	6 year old explains Honey - Honey	R. Courtney	Creative Deviants	cross platform
DP	commercial	Life advice from Battywinkle - Honey	R. Courtney	Creative Deviants	cross platform

Additional Industrial Work Experience:  
Chief Lighting Technician (CLT), Gaffer, Lighting Technician (SLT) & 2nd Unit CLT

Lincoln Lawyer S4 - Netflix - Q1 2025  
SLT

Ballard S1 - Amazon - Q4 2024  
SLT

AFLAC commercial - Tool - 05/19/24-05/22/2024  
Chief Lighting Technican

Lincoln Lawyer S3 - Netflix - 1/5/2023 - 05/21/2024  
Vegas Unit CLT & Set Lighting Technician(LA) (season 3)

Lincoln Lawyer S2 - Netflix - 10/31/2022 - 03/31/2023  
Second Unit CLT & Set Lighting Technician (season 2)

L word Gen Q - Showtime Network - 05/18/2022 - 10/14/2022  
primary Set lighting technician + cover as CLT

Little America s2 - apple TV - 02/14/2022 - 05/01/2022  
Set Lighting Tech (Lighting Technicians)

911 Lonestar - FOX - 12/06/2021 - 02/03/2022  
Set Lighting Technician (Lighting Technicians)

Out of the Wild - feature - Wild Basin prod. SP distribution - 2019  
Chief Lighting Tech / gaffer

The Long Dumb Road - Feature - Universal - 2018  
Chief Lighting tech / gaffer

Two Sentence Horror Stories - TV- season 1- CW - 2017  
Chief Lighting Tech / gaffer

Flower - feature - Rough house & the orchard - 2017  
Chief Lighting Tech / gaffer

Past CLT commercial work:  
Taco Bell, Honda, Copper fit, Jlo product shoot, Shark Ninja,  
list continues with 13 additional years of CLT/gaffer experience, in addition to Key Grip.

**Volunteer Guest Lectures & Pannel Discussions**

UC Riverside - 2025	lighting on stage. night time interior lighting single cam shoot with believable lighting FX candle, lightning FX. low light high ISO work, utilizing classic lighting tools and modern tech advanced lighting supporting the scene.
UC Riverside - 2024/2025	working with 2 cameras, matching 2 cameras, how to work & light for day time exterior conditions, "walk & talk" scene.
UC Riverside - 2024/2025	A conversation on career path, freelance & industry experience.
Fairleigh Dickinson U. - 2024	A conversation on freelance production, career, and industry experiences.
CineGearExpo LA - 2014/2015	Sony hosted pannel at Paramount: discussion filming with the Sony F65 at 4k resolution with integration of VFX/CGI on a indie budget.
NYU Tisch - 2010/2011	2 day technical show & tell for Sony EX3 camera.
NYU Tisch - 2010/2011	general safety with grip gear, large frames, and rope work.
Fairleigh Dickinson U. - 2010	A conversation on freelance production, and industry experience.

**Technical Skills & Areas of Expertise**

Film and digital cinematography (16mm, 35mm, Super 35, Full Frame)  
Camera systems: ARRI, RED, Sony, Panavision, Canon, Panasonic  
Lighting design for narrative, documentary, and multi-camera production  
Color pipeline management and DIT workflows  
HDR monitoring and VFX-aware acquisition  
Multi-camera, live, and event-based production  
AI-assisted image and video prompting for previsualization.

**Software & Tools**

DaVinci Resolve Studio  
Shot Designer  
Cinometer II  
Livegrade  
RED Control & RED Tools  
Sony Content Browser  
Astera & Asterol Next  
DJI Ronin / Ronin 2 ecosystems  
Vertical and social media production platforms (TikTok, Instagram, Meta, vimeo Youtube)  
Live Stream links

**Education:**

MFA; American Film Institute - Cinematography

- DP for two thesis films for two different directors and collaborative teams, a rare occasion.  
- 16 mm visual essay selected as part of the KODAK Cinematography showcase 2012. a note worthy distinction.  
- Second year 35 mm visual essay selected as part of the KODAK Cinematography showcase 2013.  
- Thesis film APP, an Alfred P. Sloan Foundation recipient, went on to premiere at the Tribeca Film Festival,  
- APP showcased at CinegearExpo by Sony for our use of the Sony F65 , a camera used on major scale productions, as we operated on a smaller indie scale.

Bachelor of Arts (BA), Video & Film Production  
Fairleigh Dickinson University  
Minor: Cinematography (student-developed minor with faculty advisor)

**Publications:**

Sony F65 use on AFI thesis APP featured in Sony Cine Alta Magazine issue 2 circa 2014

**Volunteer/Extracurricular:**

Volunteer work to the American Society of Cinematographers at their Masterclass series for 12 sessions (circa 2014-2018)

**Awards:**

Best Cinematography for RUMORS the series at the 12th Annual Indie Series Awards