

# Aaron Lieber.

*Director-Cinematographer.*

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From a 30-second spot to a 6-year feature.

Brand documentary · Commercials · Athlete films

# I scale to *the project.*

Director-cinematographer. Owner-operator since 2008. The team, the gear, and the format flex with the story. The eye and the standard don't.

Solo / one-man-band



Helicopter + multi-cam + Shotover

DP only



Creative partner / concept lead

Single asset



Multi-format content system

30-second spot



Multi-year feature

# Bethany Hamilton: *Unstoppable.*

A six-week shoot that became a six-year feature documentary. Tribeca Film Festival 2018 premiere. Theatrical release. Now streaming on Netflix, Prime Video, and Apple TV.

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## THE JAWS SHOT

Bethany surfed Jaws. We built a water-safety team, coordinated multiple operators, and put a Shotover gimbal on a helicopter. Conceived the helicopter shot — one of the best single-shot sequences ever captured on the wave.

# LifeProof × ESPN.

First national commercial, start to finish. Launched on ESPN — \$2M in product sales in the first hour.

2014

CAMPAIGN YEAR

\$2M

SALES · FIRST HOUR

5

DISCIPLINES SHOT

1st

NATIONAL COMMERCIAL

## THE SYSTEM UNDERNEATH

*Multi-discipline shoot days — mountain biking, running, surfing, motocross, snowboarding — feeding social-first content AND the eventual national commercial. Two outputs, same shoot days. Ahead of its time in 2014, before TikTok or Reels.*

# Kelly Slater × *Slater Designs.*

## THE BRIEF

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11-time world champion Kelly Slater + a great-white-shark-inspired surfboard.  
"Make it cool and unique."

## THE CONSTRAINT

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Limited time with talent. No live ocean window for the shoot.

## THE SOLUTION

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Studio shoot built around the refraction of water — light, glass, motion. Conceived and executed in-studio.

★ TELLY AWARD WINNER

# I trust *my instincts.*

Three moments that made the shoot.

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DIXIE D'AMELIO

## *Stop the shoot.*

Hired talent hadn't met Dixie yet. I paused the day so they could actually become friends — not co-workers. The rest of the shoot landed because of it.

*Reading the room is the job.*

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AARON DONALD

## *Find the moment.*

Handed an edit of his NFL workouts, I caught a beat where he teared up about his daughter — and rebuilt the spot as a documentary around it.

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GIANNIS × READY

## *Cast in real time.*

Needed real kids from a real school basketball team. Pre-screened to four. On the day, picked the two who would carry the scene. They did.

# Own the rig.

*No rental dependency.*

## CINEMA

### RED V-Raptor

Cinema camera. The image quality buyers expect at any budget.

### Nikon ZR

Mirrorless workhorse for fast-turn and run-and-gun.

## AERIAL

### DJI Mavic 4 Pro

Drone for aerial cinematography and establishing shots.

### FAA Part 107

Certified commercial drone pilot.

## WATER

### Custom water housing

Built for the RED V-Raptor and other bodies.

### DJI wireless transmission

Live signal from the water to the beach or pool — director can monitor and call shots in real-time.

# Three crafts. *One studio.*

001

## Director

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Brand documentary, scripted commercials, athlete narratives. From a 30-second spot to feature length.

002

## DP / Cinematographer

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Director-cinematographer hybrid, or DP-only. Main unit, second unit, water unit, aerial unit.

003

## Documentary

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Athlete and brand documentary with multi-year access. Director of Bethany Hamilton: Unstoppable.

# When the story *is the human.*

## ATHLETES

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Bethany Hamilton

Giannis Antetokounmpo

Aaron Donald

Kelly Slater

Kanoa Igarashi

Noah Beschen

## CLIENTS

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Marmon · Berkshire Hathaway

Sony Alpha

NFLPA

Reef

Puma

Asics Tiger

G-Shock

Slater Designs

Manscaped

Miller Lite

Velveeta

LifeProof

WSL

Surfrider Foundation

# Recognized.

2018 Tribeca Film Festival — Premiere

*Bethany Hamilton: Unstoppable*

Theatrical release · Streaming on Netflix, Prime Video, Apple TV

2024 Telly Award Winner

*Ready × Giannis Antetokounmpo*

Brand spot for Ready Nutrition with NBA MVP

2023 Telly Award Winner

*Kelly Slater × Slater Designs*

Studio brand campaign with the 11-time world champion

2015 REDirect Surf Film Festival — Grand Prize

*The Wild*

Judged by Taylor Steele, RED CEO Jarred Land, Surfer Magazine

— Brand films with millions of social views

*Multi-platform · Multi-format*

Across LifeProof, Hornitos, Puma × Dixie, and others

# Direct. *Solve.* *Scale.*

## *Direct-to-client or alongside agency*

Brand teams directly, or with the agencies and reps you already work with.

## *Same shoot days, two outputs*

Social-first content + brand film from the same production days. Built since LifeProof in 2014.

## *DP only or full creative partner*

Show up and shoot, or build the concept with you and scale the idea.

## *Multi-year access when the story is bigger*

Bethany was a 6-week short that became a 6-year feature.

# Start a *project.*

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