

# Joel Cordero turns his love for commercial video, photography and aerials into an opportunity for professionals seeking marketing content

If you live in the area, it is likely that you have come across the work of Joel Cordero; he has been producing media work across the South Coast area for more than 15 years as a photographer and videographer.

As a Broadcast Editor at Boston's Ch7 NBC News, you've certainly seen his work without even being aware of it. He has produced promotional videos and product photography for the likes of Toth&Co, BlueFly, University of Rhode Island, South Coast Hospital group, Mass Dept of Health, SMEC, and many more.



*Preparing for a commercial aerial video shoot.*

Joel has managed to transform his deep love for photography and video into a career providing content primarily for realtors, business owners entrepreneurs and other

professionals in need of world class marketing content.

Joel opened up about his motivation: "My biggest inspiration has been a deep internal desire to be able to provide a comfortable lifestyle for my family while doing something I love. Those who know me will attest that visual languages have always been second nature to me. My talent and skills have evolved from drawing and painting, to design and illustration, and more over, to video and photography."

It is this intense desire that has sent him to university to balance the passion with technical knowledge and go through any extra training that would help him improve the craft, regardless if it was mandatory or not. In his mind, while it wasn't a necessity, it would deepen his understanding, improve his knowledge base and subsequently improve the quality of service he could offer.

Joel has a Bachelor of Fine Arts in Visual Design & Photography and has a FAA (Federal Aviation Administration) Sec.333 Exemption for Commercial Aerial Video & Photography. "There are other drone operators/Aerial photographers in the market but very few have the appropriate federal exemptions required from the FAA/Federal government to operate commercially. If caught, those operators and their clients could be held liable for federal fines in the tens of thousands," he explains.

Why does Joel place so much emphasis on video? You may have noticed the sheer volume of videos that circulate the internet is rapidly growing: Experts predict that by 2019, 80% of the world's internet traffic will be video. Photography will always have a practical marketing application, but video is the future of marketing content.

