

Nathaly Diaz

Producer & Director

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Experienced Producer with 7+ years in the industry. Recognized for exceptional project management and leadership skills. Proficient in Asana and Studio Binder, resulting in successful and timely project completion. A creative problem-solver with a passion for video production, known for producing high quality content across a variety of formats, including ads, music videos, social media content and traditional film. Proficient in Spanish and French. Skilled in Adobe suite.

Work History

02/23 - Present **Founder & Head of Production** *Brandly Studios, Los Angeles, CA*

- Orchestrated seamless pre-production planning and production execution, showcasing proficiency in script breakdowns, budgeting, financing, location scouting, audition scheduling, cast selection, crew hiring, contract negotiation, permit acquisition, and meticulous project closeouts.
- Contracted on retainer with Ascend Now, leading the creation of their training video content, resulting in the production of over 250 high-quality videos.
- Spearheaded the development of five short films, showcasing unwavering creativity, innovation, and dedication. Currently in the post-production phase.
- Provided on-set production management, collaborating with crews exceeding 20 members, ensuring smooth operations and successful execution of projects.
- Authored, produced, and directed original scenes for acting demo reels, showcasing a diverse skill set in content creation.
- Successfully managed and marketed two major events in Washington DC, "SUMMERFEST" and "LH Cosmetics Brand Ambassador Event," with both events drawing over 800 attendees. Oversaw project management, logistics, run of show, vendor and sponsor acquisition, ticket sales, script development, and the strategic implementation of marketing materials.

04/22 - 02/23 **Production and Account Coordinator** *Narrative Ads, Los Angeles, CA*

- Oversaw content production and creative execution of more than 2000 ads tailored for platforms like TikTok, Facebook, and Instagram.
- Managed teams of 20 - 30 people, applying superb organization and leadership skills, while using project management tools like Asana.
- Supervised production localization across several countries in Europe, Asia, and South America.
- Facilitated campaign production for 15 nationally and internationally recognized brands, such as Capital One Shopping, Ruggable, Hopper, and Grammarly.
- Assisted with all aspects of account coordination, including customer relations, quality checks, revisions, and asset delivery.
- Orchestrated all aspects of video production, including schedules, call sheets, scouting, negotiation, casting, contracts, and budgeting.

02/22 - 04/22 **Production Project Manager** *Narrative Ads, Los Angeles, CA*

- Reviewed work quality and compliance with design guidelines for approx. 1000 ads.
- Established and maintained production schedule and daily reports.
- Managed team deadlines and arranged shooting schedules to ensure efficient project delivery.
- Developed customized production Gantt Charts that incorporate unique workflow breakdowns to meet specific requirements of each client.
- Conducted research to identify workflow breakdowns and automated dependencies within project management tools, streamlining production processes.

01/18 - 01/22

Music Video Director & Production Manager *Mixit Studios, Washington, DC*

- Produced and directed music video productions from ideation to final delivery.
- Led concerts logistics from scope to completion. Including run of show, logistics, guest lists, promotional materials, talent and budget management. Execute production purchases and rentals as needed.
- Developed creative concepts, customer pitches, scripts, and storyboards.
- Managed day-to-day operations of creative teams of 20-30 individuals.
- Recruited, interviewed, and hired team members.
- Oversaw location scouting, casting and contracting and budgeting.

07/17 - 12/17

Content Producer - Internship *Mixit Studios, Washington, DC*

- Developed and implemented social media strategies for more than 20 clients. Increasing social media reach and engagement by 400% within two months.
- Created brand roadmaps and public relations strategies for international musicians. Catapulted two of them to national recognition.
- Hosted and edited interviews for Youtube series "Let's Mixit at Home".
- Produced, filmed, designed and edited over 300 content pieces for Mixit's social media and their clients.
- Filmed and edited performance videos for more than 30 clients. Crafted social media and video production proposals in-line with client's goals and objectives.

Skills

Film Production, Photography, Project Management, Budgeting, Leadership, Creative Thinking, Decision-Making Problem-Solving, Strong Written and Verbal Communication, Monday.com, Slack Asana, Notion, Frame.io, Airtable, Google Suite, Studio Binder, Brand Development, Native Spanish Speaker, Intermediate French, Film Direction, Crew Management, Adobe Suite, Graphic Design, Production Equipment, Collaboration, Editing

Education

Bachelor of Science: Advertising & Communication *Universidad Autonoma De Occidente - Cali, Colombia*

Courses

- Google Project Management: Professional Certificate
- Time Management Techniques for Creatives
- Playwriting, Shakespeare Company, Washington DC
- Scene Study, Studio Acting Conservatory, Washington DC
- Film Workshop - Alejandro Buenaventura, Cali, Colombia