

Nathaniel Soria

Filmmaker & Creative Director

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FIERCE HONESTY | UPLIFTING LEADERSHIP | COMMITMENT TO DIVERSITY

SUMMARY

As a seasoned Creative Director, I lead teams to produce compelling narratives and impactful marketing strategies. My work is driven by a passion for innovative content and excellent visual storytelling. I'm committed to nurturing inclusive communities and fostering collaborative environments so that creative ideas can thrive. And then I have fun. From the docks of Annapolis, to the streets of Tokyo, to the warehouses of Kansas City, to the high-rises of DUMBO, I've honed my professional vision and gained inspiration from the rich tapestry of cultures and experiences that have all shaped my path.

EXPERIENCE

Skagit Valley College – Mt. Vernon, WA, USA

Digital Content Specialist to Creative Director | 2022–Present

Marketing Expertise and Business Acumen

Led critical marketing campaigns for the General Transfer Degree and Running Start during a period of enrollment decline. Initiated youth-targeted marketing designs, including vertical filming. Updated company branding. Increased enrollment by 20%.

Digital and Social Media Proficiency

Mentored the Social Media Manager, collaborating on strategy and providing content, resulting in high-performing social media campaigns. Increased video views by almost 1,000%.

Awards and Recognition

- Won a national award for a “quick turn video” at the National Council for Marketing & Public Relations.
- Won 21 other awards on the regional level for videos and other marketing work.
- Filmed a video about an immigrant student that was shown in the state capitol.

Moriah Pictures – Brooklyn, NY and Bellingham, WA, USA

Co-Founder, Director, Writer, and Producer | 2016–2023

- Wrote, directed and produced short film "Ghoul Station", selected to show in three film festivals, including Amazon Prime's "All Voices Film Festival".
- Developed and executed content strategies for the locally famous Mo's Parlor. Created some of the business's best-viewed videos on social media and successfully promoted a street-side party event, resulting in hundreds of attendees.
- Created a film and email marketing campaign for Community to Community, an activist group that supports human rights for farmworkers, and contributed to the successful passage of Washington State bill HB2226.

Flocabulary – Brooklyn, NY

Art Director | 2013–2016

Leadership and Team Management

- Joined Flocabulary, a startup with only 5 employees, lacking a formal art department.
- Tasked with building and leading the art department to support the company's rapid growth and content production needs.
- Action:
 - Grew an international freelance workforce of 30+ people and hired 3 in-house staff, most of whom are still with the company.
 - Introduced innovative filmmaking methods to streamline production, achieving a record average of 4 videos per week.
 - Played a key role in procuring business with prestigious organizations like The United Nations and The Bill and Melinda Gates Foundation.
 - Influenced the company's culture and mission, earning recognition as the "third founder" for impact on its expansion and success.
- Established and expanded the art department into the longest-standing department in the company, even after multiple acquisitions.
- Left Flocabulary with the most satisfied department, having significantly contributed to its transformation into a multimillion-dollar enterprise.

[View LinkedIn for more experience info.](#)

EDUCATION

Bachelor's of Fine Arts, Illustration Major & Photography Minor

Ringling College of Art | 2001-2005

Specialized Digital Photography Studies

Temple University of Japan | 2002

SKILLS & CERTIFICATIONS

- Expertise in narrative-driven content creation and storytelling, with strong script writing abilities.
- Proven leadership in diverse creative teams, with training in Title IX, DEI, and FERPA.
- Proficiency in Adobe Creative Suite, DaVinci Resolve, OBS, Canva, and other creative softwares.
- Strong communication, interpersonal, and critical thinking skills, with excellent project management capabilities.
- Experience in multilingual and multicultural content creation, with familiarity in Spanish and Latinx cultures.
- Proficient in social media and streaming platforms (Twitch, YouTube, Instagram, TikTok etc.), with a strong understanding of digital content distribution.
- Collaboration with stakeholders to ensure alignment and integration of creative content across various channels.
- Understanding of brand management principles and maintaining brand standards across different content formats.
- Innovation and adaptability in creative strategies to stay ahead of market trends and business needs.
- Keeping up-to-date with the latest trends in marketing, design, and technology to ensure relevance and impact.