

# Nathaniel Soria

Filmmaker & Creative Director

Bellingham, WA | 917.935.3943 | [nathanielsoria@pm.me](mailto:nathanielsoria@pm.me) | [linkedin.com/in/nathanielsoria](https://www.linkedin.com/in/nathanielsoria) | [nathanielsoria.com](https://www.nathanielsoria.com)

**FIERCE HONESTY | UPLIFTING LEADERSHIP | COMMITMENT TO DIVERSITY**

## SUMMARY

From my teen years as a graphic designer on the docks of Annapolis to studying digital photography at Temple University in Japan, my career has been inspired by the rich tapestry of cultures and experiences that have shaped my path. My professional journey has been characterized by a deep commitment to nurturing diverse communities and fostering collaborative environments where creative ideas thrive. As a seasoned Creative Director, I have successfully led teams to produce compelling narratives and impactful marketing strategies, continually driven by a passion for visual storytelling and innovative content creation.

## EXPERIENCE

### Skagit Valley College – Mt. Vernon, WA, USA

Digital Content Specialist to Creative Director | 2022–Present

Marketing Expertise and Business Acumen

- Led two critical marketing campaigns for the General Transfer Degree and Running Start during a period of declining enrollment.
- Implemented stylized vertical filming for social media optimization, targeting a youthful audience.
- Resulted in an increase of 20% in enrollment, compared to the average 5% for the state-wide colleges.

Digital and Social Media Proficiency

- Mentored the Social Media Manager, collaborating on strategy and content creation, resulting in high-performing social media campaigns, increasing video views by almost 1,000%.
- Won a bronze at the national NCMPR for a "quick turn video," showcasing excellence in quick-response social media content and was recognized by colleagues, receiving 25 awards at regionals.

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

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

- Produced, wrote and directed short "Ghoul Station" that premiered in three film festivals, receiving positive reviews, enhancing the company's reputation in the industry.
- Developed and executed content strategies for diverse clients, including Mo's Parlor, a Black-owned business in Bellingham, to bridge the racial gap and raise brand awareness. 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.
- Volunteered with Community to Community, an activist group supporting farmworkers. Filmed a march, recorded testimonies, and produced a heartfelt video used in an email campaign contributing to its successful passage of Washington State's 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.