

# Nathaniel S. Soria

Creative Director & Filmmaker

Fierce Honesty | Uplifting Leadership | Commitment to Diversity

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I wanna make cool stuff that matters. My goals are to...

- Dig deep to catch the big ideas.
- Listen to the community around me to grab the stories that need to be told.
- Uncover the heart of the mission and build the team up to deliver.

## Professional Experience

**Skagit Valley College** – Mt. Vernon, WA, USA 2022–Present

**Digital Content and Multimedia Specialist to Creative Manager**

Met with various college departments and stakeholders to create effective marketing campaigns. Strategized with Director and Social Media Manager on content style and distribution; wrote and developed social media and television content. Partnered with Web Administrator to upgrade web presence and track KPIs.

- **Created marketing campaigns that help raise enrollment by 7.6% and 12.3%.** Was promoted to Creative Manager/Director in less than a year. Made exciting, high-engagement social media content. Discovered new technology and platforms to streamline production. Connected with and listened to the community to create the stories that elevate our mission. Leveraged college facilities, campus connections and other specialists, in order to keep production costs low.

**Moriah Pictures** – Brooklyn, NY and Bellingham, WA, USA 2016–2023

**Director, Writer and Producer**

Partnered with co-owner, Laine Soria, to create: film and game pitches, advertisements for businesses and nonprofits, local event coverage, and short films. Fostered connections and worked with producers, cinematographers, actors, production artists and assistants. Brokered deals with location and service partners.

- **Wrote, directed and produced short film, *Ghoul Station*, which was selected for multiple film festivals,** created by a local and diverse production team with half of the workforce being female identifying. During the pandemic, virtually directed and produced a spin-off TV pilot episode, *Ghoul TV*, using actors from Mexico to Chicago. Post-pandemic, created content for local Black-owned business, Mo's Parlor, that had their highest number of engagement.

**Flocabulary** – Brooklyn, NY 2013–2016

**Art Director**

Built art department; focused on animation and video productions. Oversaw budgets. Worked with educators to ensure high-quality educational content. Garner relationships with freelancers and clients. Managed internship program. Implemented video production processes.

- **Elevated video production to 200 a year, four per week,** connecting to thousands of school-based subscriptions that reached millions of students nationwide. Helped grow company from a one-room startup to a multimillion-dollar company. Attracted partnerships like the Bill and Melinda Gates Foundation and The United Nations. Hired and managed a small team that created in-house content and managed a workforce of 30 freelancer from around the world. Was credited by CEOs for managing **the most successful and happy department in the company.**

**Freelance** – NYC and Kansas City, MO

2008–2018

**Director, Animator, Illustrator, Designer**

Designed, illustrated, animated and filmed to-order content for advertisement agencies, production companies, toy inventors, artists and influencers.

- **Was chosen over Radio City Music Hall’s production house for, Grammy Award winning, Brooklyn Tabernacle’s theater productions**, to produce and direct background stage design multiple years in a row. In NYC was the go-to storyboard artist and art production designer for commercial film companies and directors. Short comedy, *Beatnik Pop*, showcased and voted “funny” on Funny or Die. Made directorial debut “Boy Like Me” music video, for local Kansas City band, ACB’s, for under \$400. **In early years of YouTube, created multiple viral animated music videos for L33tStr33t Boys**, one of which aired on Tokyo TV and toured with Video Games Live.

**The Emerald Space** – Kansas City, MO

2008–2011

**Founder and Event Manager**

Scheduled and set-up shows with local and national performing artists. Managed rental space for other creatives. Curated art shows. Produced theater performances and fashion shows. Managed crowds and organized public safety. Brokered relationships with local businesses for advertising opportunities. Connected with journalists for event coverage.

- **Years later met complete strangers who said they moved from Kansas City to NYC because of the life-changing experiences they had at The Emerald Space.** Created and led an art collective. Hosted dozens of shows that regularly sold out. Helped Kansas City’s first lesbian-owned theater troupe for their debut performance, *The Shape of Things*.

**C3, Creative Consumer Concepts** – Overland Park, KS

2005–2008

**Designer and Illustrator**

Illustrated and designed kid’s content for casual dining experience. Designed toys. Character animation.

- **Created award-winning kid’s marketing material for some of the nation’s leading restaurant brands: Sonic Drive-In, Taco Time, Ruby Tuesdays, and much more.** Introduced and influenced animation used for social media ads and e-cards. Received a raise during recessional budget cuts.

**EDUCATION**

**Ringling College of Art** - 2001-2005

BFA in Illustration, Minor in Photography

**Temple University of Japan** - Summer 2002

Special Course in Digital Photography

**PHILANTHROPY**

**Marketing Director**

Children’s Aid Society, Associates Council (NYC)

**Board of Directors**

Brooklyn Arabic American Friendship Center

**Volunteer**

Various youth centers, homeless shelters, nursing homes and community gardens

**Skills:** Filmmaking, directing, producing, screenplay writing, illustration, animation, design, photography, marketing, branding, logo design, ad content, social media content, interviewing, research, leadership, team management, “Level 5 Leadership,” ready listener, charismatic, project management, listening, culture maker, diversity focused, gamer enthusiast, nerd culture enthusiast, streamer, digital music composer, musician, unstoppable dancer

**Software:** Adobe Creative Suite, DaVinci Resolve, Microsoft 360, Google Business Suite, Slack, Discord, OBS, Twitch, Canva, Celtx, SmartSheet