

# PORTFOLIO

*Creative*



*Paloma Riojas Martinez*

# INTRODUCTION

*Intro*

[PORTFOLIO LINK](#)

Welcome to my creative portfolio! With over a decade of experience as a creative executive, writer, and producer, I'm all about transforming visionary ideas into compelling content that resonate and deliver results. Storytelling is my superpower, and I love bringing concepts to life in a way that's both impactful and aligned with business goals.

Dive into my portfolio, and let's connect to explore opportunities for creative leadership and innovation. Together, we can craft content that not only captivate but also drive the next wave of creative success.



**PALOMA R. MARTINEZ**



# EDUCATION

## ▶▶ USC, SCHOOL OF CINEMATIC ARTS - MFA, FILM & VIDEO PRODUCTION

I was thrilled to be part of the 3% accepted into the USC School of Cinematic Arts for my MFA in Production. This incredible opportunity immersed me in the heart of the entertainment industry and sharpened my storytelling skills. During my time at USC, I wrote, directed, and produced over six short films, exploring both documentary and narrative genres. I also gained invaluable experience interning at Brad Pitt's Plan B and the top talent agency CAA. These experiences deepened my appreciation for collaboration, a lesson I carry forward in every project I tackle.

## ▶▶ UCSD, BA VISUAL ARTS/MEDIA & BA COMMUNICATIONS

Entering UCSD as an undeclared major, I eventually found my home at John Muir College. Over time, I gravitated toward visual arts and communications, navigating my path as an outsider among math, science, and pre-med students. This experience taught me that storytelling transcends disciplines and connects us all—a realization that ultimately led me to pursue film studies at USC.



# Personal SKILLS



## ▶▶ STORYTELLING

Storytelling lies at the heart of my creativity, serving as the foundation for everything I create. Whether through film/TV, online content, or any other medium, I am driven by the power of stories to connect, inspire, and evoke emotions. For me, storytelling is not just a tool—it's a way to explore the world, understand diverse perspectives, and bring ideas to life. Every project I undertake begins with the narrative, and it's through these narratives that I aim to leave a lasting impact, engaging audiences on a deeper, more meaningful level.

## ▶▶ EXECUTIVE/PRODUCING

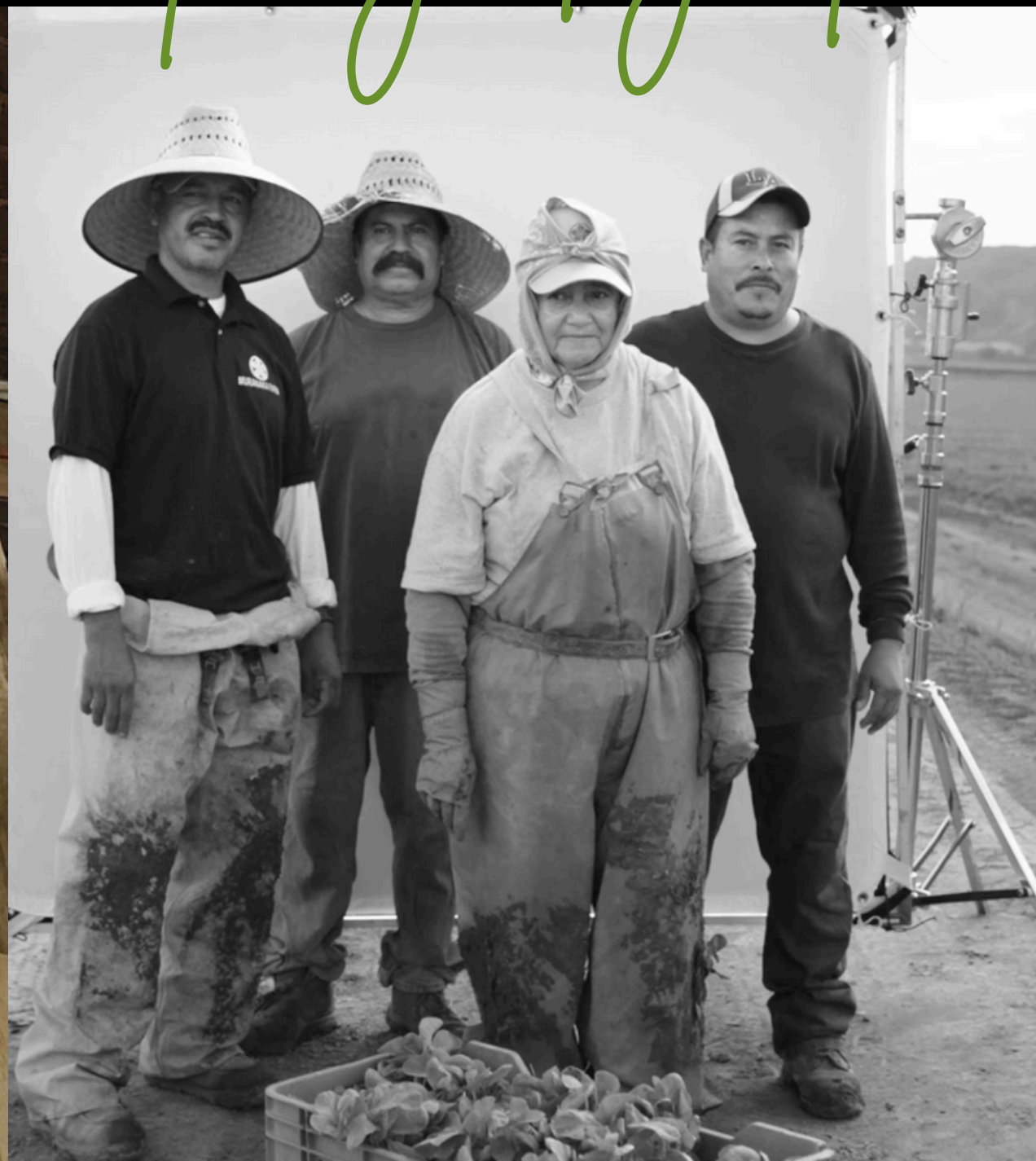
As an executive, my role has been deeply rooted in sourcing creativity and nurturing its development. I thrive on identifying unique ideas and talent, helping to shape and elevate them to their full potential. My experience as a producer complements this, as I specialize in discovering compelling projects and bringing them to life, ensuring that every story is told with authenticity and impact. Whether I'm guiding creative visionaries or managing the intricacies of production, my focus is always on fostering innovative ideas and transforming them into powerful, resonant experiences for audiences.



# WORK EXPERIENCE

# PORTFOLIO

## Highlights



Project 01

# JARRITOS

“ODE TO IMMIGRANTS”



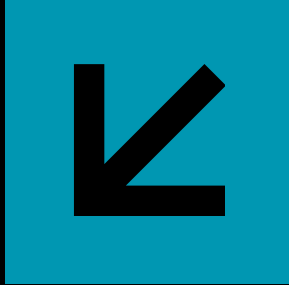
*Creative Director*



As Creative Director for the Jarritos "Ode to Immigrants" campaign, I was honored to be handpicked by Diego Luna to bring this impactful vision to life. In response to the ongoing immigration debate, we crafted a powerful, authentic narrative by casting real people alongside actors, forging a genuine connection with the stories we aimed to tell. Collaborating with A-list talent like Diego and the dedicated Jarritos team, we delivered a high-impact project on a tight budget. The campaign resonated widely, earning support from the United Farm Workers and winning the National AAF's Mosaic Award for Multicultural Talent in Advertising, among other accolades.



# CHAVEZ FOUNDATION



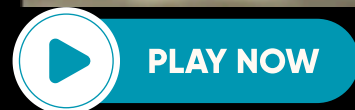
*Project 02*

“THE MISSION CONTINUES”

*Writer/Director*



I was privileged to write and direct a branded content piece for the Cesar Chavez Foundation, produced by Diego Luna's, Gloria Content. Entrusted with the legacy and ongoing mission of Cesar Chavez, a personal hero of mine, and his foundation, this endeavor was not only a professional milestone but also a deeply personal journey. Through this piece, I aimed to capture the spirit of Chavez's enduring impact, weaving together the narratives of his life's work and the foundation's continued advocacy.





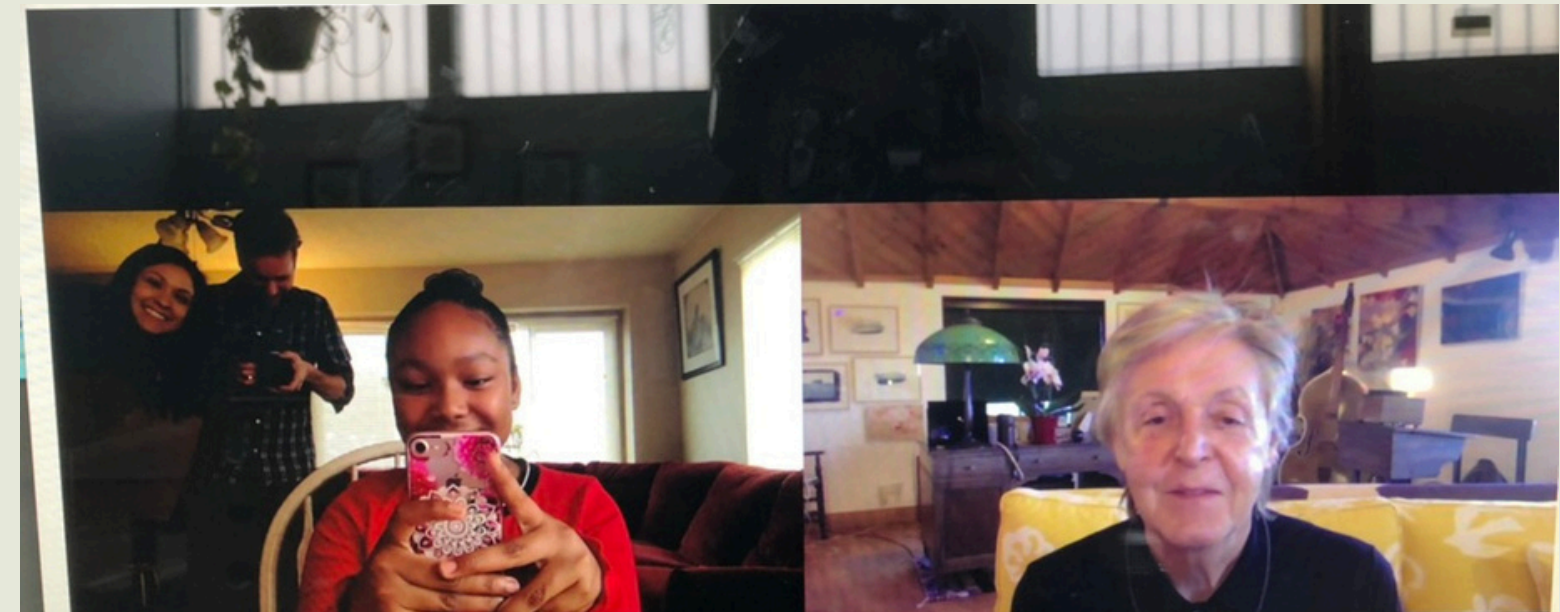
Project 03

# MDV

“MILLION DOLLAR VEGAN”



*Creative Producer*



Here's a more concise and engaging version with a fun yet professional tone: As Writer/Producer for the "Million Dollar Vegan" campaign with activist Genesis Butler, what started as a one-off interview quickly snowballed into a global movement. Our bold mission? To convince the Pope to go vegan for Lent. We produced over 50 pieces of content, filming in Italy, Puerto Rico, and England, and interviewed an incredible array of voices—from scientists and animal rights activists to archbishops and even Harry Potter actors. The challenge of weaving these diverse perspectives into a cohesive narrative was both thrilling and deeply rewarding. Genesis's following soared from 500 to over 60,000, and the campaign's impact was so powerful it earned a second season. It was an unforgettable experience for all of us, proving the immense power of storytelling to spark change and inspire a global audience.

Watch on YouTube

PLAY NOW

# FORD/GTB/AFTERHRS.



Project 04

"TOGETHER WE ARE STRONGER"

Copywriter/Translator



## .STORY

 FULL TREATMENT

Our journey begins with a sweeping aerial view, soaring over a vibrant Latinx neighborhood nestled in the heart of California. Below, the everyday bustle of urban life unfolds, painted in the warm hues of sunrise or sunset.



Over the last ten years in the film, TV, and branded content industry, I've built a reputation for authentically communicating stories that connect with audiences and clients alike. This led to my involvement in rewriting and translating the copy for a Ford branded content treatment. The challenge was to genuinely convey the essence of speaking to a Californian Latinx and culturally diverse audience while seamlessly highlighting the Ford brand. Given just three days, I collaborated closely with a director in Spain, the client in Michigan, and producers in LA and NYC. We're incredibly proud of the results we achieved.

Project 05

# TEDDY SAVES



“YOUR GO-TO DOG TRAINING APP”

Creative Director

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## HOW DOES TEDDY WORK?

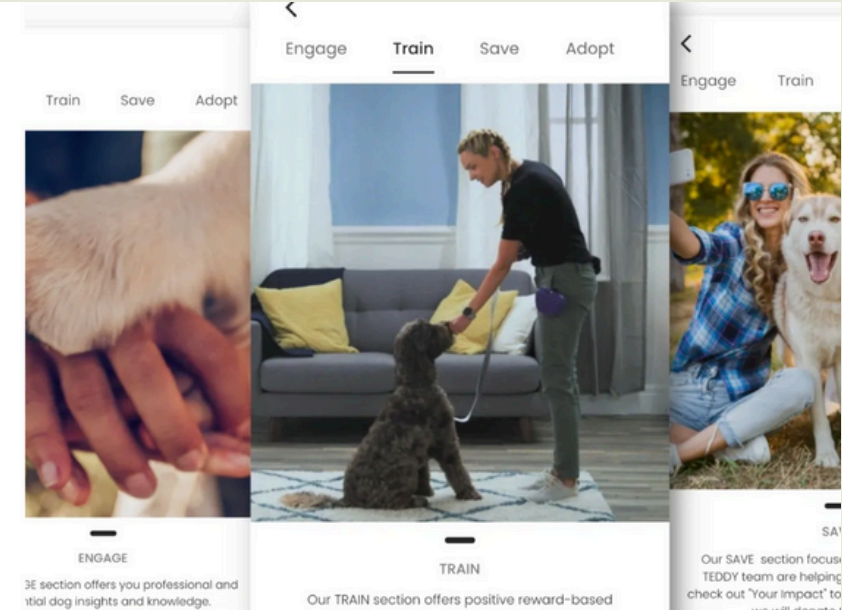
### ENGAGE

Discover expert tips and insights from professional dog trainers and passionate advocates to build a healthy, lasting relationship with your dog.

### TRAIN

Unleash pawssitive, reward-based dog training videos at your fingertips and create a tail-wagging, mutually respectful bond with your furry best friend!

### SAVE



At Teddy, I helped a passionate dog trainer with a mission-driven goal bring the Teddy Saves dog training app to life. I led the creative development, working closely with the founder to ensure the app aligned with its purpose. I directed and produced engaging short-form live-action and animated tutorials to enhance user engagement and learning. Additionally, I developed the app's branding and identity for consistent messaging and visual appeal, and oversaw tech teams to ensure a user-friendly experience.

 [WWW.TEDDYSAVES.COM](http://WWW.TEDDYSAVES.COM)

 **PLAY NOW**

# COLLABORATION

Kudos




- **Asher Brown / CEO, Pollution Studios:** “Paloma’s talent for adapting to any budget and making the most of available resources is one of her greatest strengths. She approaches every project with an infectious energy that gets everyone excited and committed. This enthusiasm is one of the main reasons I love working with her—she makes the entire process enjoyable and inspiring for the whole team.”
- **Ela Brumm / Founder & CEO, Teddy Saves:** “Working with Paloma has been an incredible experience. She took the ideas and concepts that are so close to my heart and transformed them into actionable, exciting content that resonates with dog lovers from all walks of life. Paloma has an amazing ability to turn the more technical aspects of dog training into content that’s both digestible and engaging, making it accessible to everyone. Beyond her creative talents, Paloma is dedicated, fun, and incredibly efficient—making the entire process enjoyable and seamless. I couldn’t have asked for a better partner in bringing this mission-driven project to life.”
- **Bernardo Duran Jr./ Co-Producer, Transformers: Rise of the Beasts:** “I’ve seen firsthand that Paloma’s leadership on set is commendable—she works hard, focuses on important messages, and ensures everyone has a great time. She’s done it all, from PA to director to producer, so she understands and values every team member.”
- **Joey Hartstone / Showrunner, “Your Honor” Series:** “I have had the pleasure of working with Paloma both inside and outside of a writers’ room. I’ve read her impressive storytelling on the page, and I’ve also watched her become an invaluable member of a creative team on a television series that truly benefited from her contributions every day.”

LET'S WORK

Together

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