

VALERIA VERA-CRESPO

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(571) 294 - 9802

EDUCATION

University of Southern California

B.A. in Public Relations; minors in Cinematic Arts and Music Production

Affiliations: Risk Manager at Kappa Delta Chi Sorority Inc, Head of Art Department for USC Cinematic Arts thesis course

EXPERIENCE

Art Director, Production Designer

Los Angeles, CA

Freelance; ColorCreative Find Your People Program & Spotify

May 2024-Present

- Supervise the construction, fabrication, and the procurement of all scenic elements, while managing strict deadlines and budgets for projects up to \$100,000. Reporting to the Executive Producer, Program Director and President.
- Conduct research to develop treatments, sketches, white models, and concept art, ensuring the implementation of curated style conventions and maintaining quality control over final deliverables from the art department team.
- Create detailed floor plans and elevations at a 1/4" scale effectively solidifying the client's narrative with a 12% reduction in production expenses.

Brand Strategist

June 2021-June 2024

Freelance (campaign launch, short film promotion, fashion editorial)

Los Angeles, CA; Washington D.C.

- Conducted an in-depth analysis of press breaks, coverage reports, and status reports across both local and international news outlets, as well as social media, to inform and guide recommended decision-making.
- Analyzed trends within the market and target audience to formulate local and international objectives, strategies, and tactics for the promotion and marketing of films and live events.
- Designed social media posts and company logos on Adobe Illustrator for rebranding and new campaign launches

Teaching Assistant

Los Angeles, CA

USC School of Cinematic Arts; Prof. Mimi Gramatky, Former ADG President

May 2023 - December 2023

- Managed an advanced undergraduate art direction course with Professor Gramatky, supervising 20 students and contributing to a class average of 93% through assignment preparation, administration, and critiques.
- Led workshops and provided guidance to students creating physical white models and hand-drawn floor plans and elevations at a 1/4" scale for film productions. Key skills included drafting, construction, Adobe Illustrator, and Adobe Photoshop.
- Coordinated biweekly guest speakers by liaising with members of the Art Directors Guild and the Motion Picture Academy.

Administrative Assistant

Los Angeles, CA

American Film Showcase

July 2022 - May 2023

- Maintained relationships via consistent email communication with officers from the U.S. Department of State, diplomats from international embassies, and award-winning filmmakers to improve international film distribution, focusing on film preservation and diplomacy. Reported directly to the Director of Operations and Partnerships.
 - Developed online systems for internal file sharing and tracking, including travel expenses, stakeholder meeting notes, invoices, client information, and office supply orders.
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SKILLS

Administrative: Google Suite, Microsoft Office, Adobe Acrobat Pro, Keynote, Zoom, Outlook, Copywriting, Slack

Design: Adobe Photoshop, Adobe Illustrator, Rhinoceros 3D, Canva, Instagram, Carpentry

Data Analytics: Brandwatch, X Analytics, Wikipedia Pageview, Qualtrics, Excel

Languages: Fluent in Spanish and English