

VALERIA VERA-CRESPO

valeriaveracrespo@gmail.com

(571) 294 - 9802

www.linkedin.com/in/valeriaveracrespo/

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 Senior Thesis course

EXPERIENCE

Production Designer

Los Angeles, CA; New York, NY; Washington D.C.

Freelance (TEETH Magazine, Dexter: New Blood, Spotify), Fellow at ColorCreative

June 2021-Present

- Oversee scenic construction, fabrications, and acquiring set-dressing materials for the team while keeping track of tight deadlines and departmental costs for projects with budgets up to \$50,000.
- Research to create treatments, mood boards, visual models, sketches, and concept art to implement curated style conventions and quality control final deliverables from the art department team.
- Draft floorplans and elevations to 1/4" scale and develop mood boards for all locations to solidify the client's story, reducing production's expenses 15%.

Campaign Strategist

Los Angeles, CA; Washington D.C.

Freelance (LAFC x Apple TV, various short films)

June 2021-June 2024

- Collected and provide comprehensive analysis on press breaks, coverage reports, status reports across local and international news outlets and social media to guide recommended decision-making.
- Investigated trends within markets and target audience to develop local and international objective, strategies, and tactics for the promotion and marketing of films and live events.
- Generated social media calendar to ensure all content promotes and ensures brand identity while also keeping track of tight deadlines and departmental costs for campaigns with budgets up to \$10,000.

Student Assistant

Los Angeles, CA

University of Southern California, School of Cinematic Arts

May 2023 - December 2023

- Managed an upper-level undergraduate art-direction course for Professor Mimi Gramatky, supervising 20 students; preparing, administrating, critiquing, and communicating class assignments and other documents; resulting in a 93% class average.
- Led workshops and counseled students creating physical white models and hand-drawn floorplans and elevations to 1/4" scale for film productions; 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

- Established and nurtured connections via regular email correspondence with stakeholders in the U.S. Department of State, the Bureau of Educational and Cultural Affairs, international embassies, and filmmaker envoys to strengthen and improve efficiency within channels of international film distribution, emphasizing film preservation and enhancing film diplomacy.
 - Created and organized internal file sharing and tracking systems online for travel expense reports, stakeholder meetings, invoice processing, client information, and product and office supply orders independently.
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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, Blender, Canva, Instagram

Video: Adobe Premiere Pro, Final Cut Pro, Adobe Aero, TikTok, YouTube

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

Languages: Fluent in Spanish and English