

VALERIA VERA-CRESPO

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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.

HOORAE Media's Color Creative branch

June 2021-Present

- Manage scenic construction 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.

Campaign Strategist

Los Angeles, CA; Washington D.C.

Past clients: LAFC x Apple TV, Teeth magazine, various short films

June 2021-Present

- Collect 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.
- Research 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.
- Create 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.
- Managed biweekly guest speaker scheduling 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 filmmakers 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