



# ALEJANDRA ZELONKA CABANILLAS

VIDEO PRODUCER



## PROFILE

I'm a passionate person who always wants to give the best of me in each project where I'm involved, I'm always seeking to learn from others so I can get better everyday. The idea is to create a positive impact with my work.



## CONTACT

**ADDRESS** Camino a las Minas #3, Edo. Mex.  
Z.C. 52778

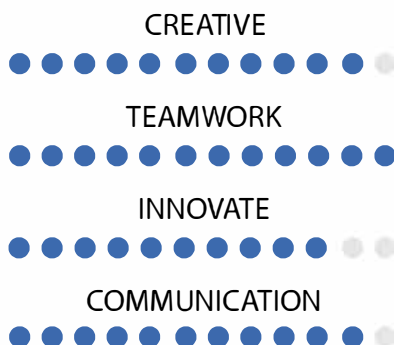
**E-MAIL** alejandra.zelonka@gmail.com

**PHONE** 0445518283076

**WEBSITE** www.yourweb.com



## SKILLS



## SOFTWARE



## EDUCATION

- **BA Communications and digital media**  
Tecnológico de Monterrey Campus Santa Fe (Mexico City)  
// Aug 2010 - Dec 2014  
Graduated with recognition for the "Excellence to the integral formation". GPA: 90 over 100 (Mexican grading system).
- **Study Abroad Programme of Film and T.V. Production**  
University of Westminster (London, U.K.) // Sept 2013 - May 2014
- **Producer's Foundation Certificate**  
Raindance (London, U.K.) // March 2014



## EXPERIENCE

- **Open Music** // Jan 2012 - Dec 2012  
Camera operator, light designer and editor.  
Music videos of studio sessions for Mexican upcoming bands.
- **Pepe Hernández Jazz player** // Jun 2012 - Aug 2012  
Camera operator and light designer  
Filming the making of Pepe's album "Mestizos".
- **Sesiones con Alejandro Franco (Sony Spin Latin America)** // Sept 2012 - Jan 2013  
Assistant director and talent hospitality  
Hosted by Alejandro Franco this was a T.V. show where artists such as 30 seconds to Mars, Gogol Bordello, Portugal the man, among others, were invited to play their music followed by an interview. My job was to make sure that the production was going well and on time, and that everyone was doing their job. I also took care of the talent (the bands).
- **Eugenio Derbez T.V.** // Jun 2015  
Director of photography  
In charge of the the photography of a comedy spot of Eugenio Derbez T.V.
- **Televisa Unicable** // Feb 2015 - March 2016  
Assistant production and digital content creator  
Assistant production at "Amordidas" talk show, and at "La cocina de" cooking show at the biggest broadcaster in Mexico. I was also in charge of the social networks and its content. I improved the instagram, facebook and twitter accounts of both shows by producing spots, cinemagraphs, among others. I also composed a jingle for the cooking T.V. show "La cocina de".
- **Zoomin.tv** // Apr 2016 - Present  
Senior Video Producer and video journalist coordinator  
My job is being a story hunter and get the untold and most inspiring stories from Mexico and to share those stories that need to be known. I'm also in charge of a network of video journalists in Mexico, and I've been growing this network and establishing a relationship with our video journalists so that we can work together in producing stories all around Mexico. I'm also in charge of the productions that include video in branded content. We've worked for brands like Mattel, Sony, WTA, XX, ETN, among others clients.
- **BH5 / Terra Live / Wrio Productions / Among others**  
// 2012 - Present  
Freelance videographer, editor, photographer and music composer.  
Worked for BH5 to cover red carpets, and filming the making of for different Mexican movies such as "Rumbos paralelos" and "Escuela para seductores". Worked for Terra Live as a camera operator during "La Gusana Ciega's" presentation. Working as production assistant for Wrio Productions in London. And working for different clients.



<https://www.linkedin.com/in/alejandra-zelonka-bb92438a>



Demo reel:  
<https://vimeo.com/84446418>