



María Fernanda López

Producer

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⇒ [Photography](#), [LinkedIn](#),
[Film Production](#),
[Social Media](#)

Date / Place of birth

1995-07.14, México

Nationality

Mexican

Skills

Ability to Work Under
Pressure

Teamwork

Leadership

Adobe Photoshop

Film Production

Media Production

Photography

Videography

Adobe Photoshop

Adobe Premiere Pro

Microsoft Office

Proactive

Problems Resolutions

Profile

Currently producing for Central Films Mexico.

For more than 6 years I've been working in media and advertising production as a senior film producer and casting director. I have also worked producing branded content for clients as Netflix, MTV/ViaCom.

National and international projects.

Also I've been working on creative social media advertising campaigns, and as a social media expert for different brands as Cerveza Victoria, Cerveza Indio, Cerveza Corona, Cerveza Pacífico, Agua Pietra Santa, M de Mezcal and some others.

Employment History

First Assistant Director, Robin Producciones, Mexico City

March 2013 — November 2013

During the production here in Mexico of "El Camino del Gato", a movie of the Salvadorian filmmaker Pamela Robin, I had the chance to help her by organizing her agenda, commitments, castings, actors, etc. On set I played the role of her 1st AD.

Radio Producer, Radio UIC, Mexico City

August 2014 — May 2016

For almost 2 years I had the chance to produce 4 radio programs at the university radio station.

Content Manager and Photographer, Kin Camp México, Mexico City

February 2015 — January 2019

In charge of the advertising content and social media.
Freelance photographer and videographer during camps.

Creative Producer, Agüita de Limón, Mexico City

June 2016 — September 2017

Creative and visual production of campaigns for Cerveza Victoria. Production for advertisements, and content with influencers as Pamela Voguel, Danielle Clyde, "El Chile", Daniel Bautista, Reno Rojas and some others.

Content Manager, Influence México, Mexico City

Able to manage and implement Social Media campaigns

Digital Marketing

Languages

English

Spanish; Castilian

Italian

September 2017 — December 2017

Advertising and Sales strategy for 15 de septiembre celebration and Christmas for "Mestizo group" in London.

Content Manager, Taste MKT CDMX, Mexico City

September 2017 — January 2018

Advertising, sales and visual strategies for different brands as: Agua Pietra Santa, Void Store, M de Mezcal, Guía Pemex and some others. Advertisement production

Film Producer, Coca Cola Media House, Mexico City

January 2018 — October 2019

Film production for Coca Cola's brands advertisements and campaigns.

Budgeting.

Production Coordination.

Photographer, Coca Cola Media House, Mexico City

January 2018 — October 2019

Photographer and DP for some Coca Cola's brand digital contents.

Production Coordinator, Caponeto, Mexico City

March 2019 — October 2019

Budgeting and production coordinator for branded contents. Clients: Netflix, MTV / ViaCom

Netflix series as "Unstoppable". Netflix advertisement: Stranger Things 3 Promo LATAM.

Film Producer, Central Films México, Mexico City

September 2019 — Present

Senior line and executive producer for Central Films.

National and international advertising campaigns.

Casting Director, Freelance, Worldwide

January 2018 — Present

Casting director and coordinator for national and international film projects.

Education

Communications Degree, Universidad Intercontinental, Mexico City

August 2013 — June 2017

Portrait Photography Workshop, Berlin School of Photography, Berlin

May 2016 — June 2016

1 month photography workshop at the Berlin School of Photography.