

# SARAH GUADALUPE MARTINEZ HERNANDEZ



## CONTACT



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## DESCRIPTION

Audiovisual producer who's passion for sharing ideas and stories, has driven her through different paths of marketing, advertising and creative means where she has experienced different aspects and faces of the production process.

## INTERESTS



## EDUCATION

Universidad Panamericana  
Bachelor's degree in Communications  
2014-2018  
Metropolia University of Applied  
Sciences Helsinki  
Academic exchange in business, 2017.

## SKILLS AND APTITUDES

She is an easy-going, adaptable, professional and organized person. Sarahi has analytical and methodical skills, but holds a creative and original vision. She is great at coordinating teams. Handles all Microsoft programs perfectly. She has experience with Shotgun (Shotgrid) and Teamgantt.

- Digital Marketing: ●●●●●
- Copywriting: ●●●●●
- Campaign creative conceptualization: ●●●●●
- Project management: ●●●●●
- Audiovisual production: ●●●●●

## LANGUAGES (Native spanish)

- English: ●●●●●  
(TOEFL iBT 100pts)
- French: ●●●●●

## EXPERIENCE

- Pan-regional Marketing Assistant for FOX NETWORKS GROUP (January 2018-March 2019).

She was in charge of the copywriting for digital campaigns. She assisted in the creation and planning of several marketing campaigns held for the digital platform of the network.

- Production coordinator / Project Manager at BOCANADA STUDIO (March 2019- April 2021).

She was in charge of managing the studio's projects, being the main contact with clients and the team. She was the production coordinator on the animated and live action campaigns. She also worked in the creative area in copywriting for advertising and entertainment content for several national and international brands.

- Production Coordinator Sr. at Zebra Studio (June 2021-present).

She is the coordinator of the 3D assets department, rigging and animation for the biggest project of the studio called Bolo Fest. She manages over 30 artists and their schedules.

## EXPERIENCE

- Producer and Assistant Director in various short films (2016-present).

## WORKSHOPS / COURSES

- Introduction to Street Photography workshop, by Markus Hartel, New York Street Photographer.
- Screenwriting and cinematographic direction course by Guillermo Arriaga.
- Course Dare to run a company (Atrévete a dirigir una empresa) Queretaro 2nd Edition, from the School of Economic and Business Sciences of the Universidad Panamericana.
- Track A Program of the World Youth Alliance.
- Project Management course taught by Team Gantt.

## OTHER

- Publication of 6 photographs in the fifth edition of the photographic book "Los Mexicanos" (2016).
- Photography in first edition vol. 1 of the digital magazine "El Zaguán" (2015).
- Publication of essay and mini-fiction in the first edition of the digital magazine "El Zaguán".
- Collaboration in the co-branding campaign of Metropolia Business School and Suomi 100, by competition.
- Part of the Mexican Selection of the international film festival of "Shorts Mexico 2021" and for the Colombian festival "Penitente Film Fest 2021". (Producer and 1st assistant director of "Carnal" short film).