

Also known as **Z**. Visual storyteller and creative strategist. Team leader and team player. Adventurer. Human.

Segment Director - Disney + “Disney Insider” - 2021

Episode 8 on: Muppets Haunted Mansion, Tales from Galaxy’s Edge (Bobby Moynihan), Drawing Inspiration: Mickey Mouse Funhouse, Beauty & the Beast 30th Anniversary (Paige O’Hara), Composing Encanto, S.E.A. Secrets, StudioLAB, Made by HER: Monuments, Imagineering R&D

Director, Various

- 2 Episodes YouTube Originals “Fight of the Living Dead: Paradise Calls”
- 1 Episode T-Mobile “Beyond the Bases” Atlanta Braves (Spanish)
- Bamazing Films “We Rise” Stephen Curry, Storm Reid Collab
- MLB “Mexico Series” Dodgers, Padres (Spanish/English)
- Paramount / Rocket Ent. “Eli” Horror Film Marketing Content (+Producer, New Orleans)
- H&R Block “Ponte Las Pilas” (2) Numerator, Best of the Week
- Target “Back to School Familia” (3) (+ Creative Lead)
- State Farm “Sorry for the Noise” (2)
- Honda “Turn-By-Turn Adulting” (3)
- Las Vegas Tourism “Hustle & Grind Rescue” (2)
- Sprint “Phone Shamer Interventions” (2) (Spanish/English)
- Professional Golfer’s Association “Love Under Par”
- Ulta Beauty “Una Sorpresa, Mami” (2) (Spanish/English)
- Neutrogena “Quince Prep”
- Boating & Fishing Foundation “Blocked and Hooked”
- Ateyo “Thank U, Games” Esports Womenswear Launch Video
- Microsoft “Imagine Cup” (Prague) & Novell Case Studies (Seattle, Munich & Nuremberg)
- “Grown Folks” Music Video. Artist: Choklate. Feat. Malcolm Jamal Warner (Silver Lei Award, Honolulu Film Awards and Award of Excellence, Accolade Competition)

Web Series Director / Showrunner

- 5 Episodes “Wear it to Win it” (Canvas, MGM, Facebook Watch)
- 4 Episodes “Thrifting in America” - (Cricket Wireless, MiTu) *Miami, Houston, NY, LA
- 2 Episodes “Hustle & Grind Rescue” (Las Vegas Tourism, MiTu) *Las Vegas
- 2 Episodes “Blind Seats” (Major League Baseball, MiTu)
- 25 Episodes “Tube’s Hautest” (Studio71, Bobbi Brown Cosmetics) 27M+ Views
- 6 Episodes “How to Makeup BETTER” (Studio71, Estee Lauder) 17M+ Views
- 12 Episodes “Giving Back Glam” (Studio71, Bobbi Brown)
- Pilot “Love Under Par” (Professional Golfer’s Association, MiTu)

Scripted Director

- Feature Film “Look at Me” (Amazon Prime) LA/NY 2011
- Episodes 1, 2, 6 - Lana Steele: Makeup Spy (+ Creator & Producing-Director for full season)
- Short Film “Small Fish” Winner of Best Short, Hollywood Reel International Film Festival
- Short Supernatural Film “First Date” Special Jury Prize, FMF Indie Film Jam & One to Watch @ STIFF
- Short Supernatural Film “Hang on St. Christopher” Top 200 out of 12k films for On the Lot
- Short comedies “Cupidity” & “So You Wanna be a Papparazzo” 48 Film Festival Seattle. Winners of Audience Award, Best Choreography, Best Graphics
- Short Science Fiction Film “Future Syn”

Creator and EP, Originals

- 24 Episodes “We Got Issues” Unscripted Short-Form Series, Go90 / Seriously TV (It’s Kingsley Bitch)
- “Shook” Horror Feature, Shudder 2021
- 24 Episodes “Makeup Mishaps” Scripted Short-Form Series, YouTube
- “Lana Steele Makeup Spy” / “Picture Day” / “How to BETTER” (above)

Writer, Development (Series, Stunts & Activations)

- Denizen Agency, Sid Lee - Various (i.e. The Witcher, Army of the Dead, Jungle Cruise, Top Gun 2...)
- Netflix - Netflix is a Joke Comedy Festival

Executive Producer - Astronauts Wanted (Sony Music) - 2015 to 2017

- Oversee creative and deliver feature documentary film **"A Trip to Unicorn Island"** to YouTube Red
- Source and develop premium short-form series and features
- Attach writers, showrunners, talent and production companies to projects (Tawk2/Awkwafina, HeyUSA X..)
- Oversee production and/or stakeholder communication throughout prep, production and delivery
- Build and maintain relationships with production companies, writers, directors, vendors, influencers
- Work closely with legal team from initial agreements to content delivery
- Craft strategic concepts and full slates for client briefs and RFP's
- Write and produce VR marketing exclusive with Jaunt VR

Executive Producer - Studio 71 - 2013 to 2015

- Build YT channel for Bobbi Brown Cosmetics (later acquired by Estee Lauder Corp.)
- ILM channel became the #1 most organically viewed beauty channel in the world, 2014-2015
- Develop 6 month seasonal content slates & execute within budget per season
- Oversee creative development and production from concept to delivery
- Manage, lead and motivate effective core team
- Attach and collaborate with top-tier influencers (Lilly Singh, Colleen Ballinger, Grace Helbig, etc..)
- Work with legal team on agreements and content licensing et al.
- Build process for development, approvals, studio and production turnaround
- Work closely with analytics and optimization team to track and exceed ROI goals
- Execute dozens of hit original series (scripted, unscripted, interactive) and viral videos

Various

****Full list available upon request***

- Co-Founder and Development. Squid Farm Horror Film Slate
- America's Got Talent Facebook Live Series with Dunkin' Donuts. Producer/Director (NBC/Fremantle)
- Talent Attachments & Casting - Fight of the Living Dead: Paradise Calls (Jake Paul, Juanpa Zurita...)
- Post and VFX Producer, Steam, LLC - Commercials & Emmys
- Co-Founder You Kick Ass, LLC - As seen on Shark Tank (Custom 3D Printed Action Figures)
- UPM, AD, Associate Producer, Field Producer, Producer's Asst, Director's Asst - Various Features, Series
- Coordinator, Office PA - Various Union Commercials - MJZ, Biscuit, Yu+Co
- Reader / Coverage Writer, Slamdance Film Festival Screenplay Competition
- Owner/Producer - Snagbuddy Productions, LLC - Various commercials, case studies, short films
- Marketing Manager - Broadcast Technology Company Streambox, Inc. (1 year)
- Project Manager, Video Producer - Worktank Enterprises, Case Studies & Product Launches (1 year)
- Remote Production Crew - Camera, Audio, Robocam, Switcher - Victory Studios & Empire Media (2 years)
- Motion Capture and Voice Over for Video Games and Commercials (Matrix, Starfox, Fear, Portal..)

Programs/Community:

- Women in Media Producing Mentor CAMERAderie Lab 2020 - 2021
- Sony Pictures Television Diverse Director's Program 2019 - 2020
- Producer's Guild of America, New Media Council Board Delegate 2019 - 2020
- Superlounge Diversity Award - Commercial Directing 2018
- VR SH//FT Scholar 2017
- Producer's Guild - Basecamp Television Mentorship Program 2017
- Producer, Moderator or Panelist - LAMVF VR Panel, New Media Panel SDIFF..
- Women in Film Seattle, Board of Directors 2006-2008

Education / Languages:

- Emory University. BA, Cultural Anthropology 2000
- University of Washington, Audio Production Certificate 2002
- Proficient, Spanish and Italian