

# MARTACARRACEDO

## Creative Director

### 12+ years of experience in creative production & digital marketing.

Helping brands tell their stories and crafting compelling marketing creative strategies. Expertise in leading multidisciplinary teams, conceptualizing innovative campaigns, and delivering exceptional results. Successful in infusing energy, character, and passion into digital projects through high-impact, cutting-edge video production, graphic design, and marketing, to fuel business growth.

+1 647.804.7384

carracedomarta@gmail.com

martacarracedo.com

## EDUCATION

### MASTER OF ARTS

Creative Advertising  
& Graphic Design  
School Aula Creativa  
2016 | Spain

### POSTGRADUATE DEGREE

Entertainment Studies  
Directing Certificate  
University of California,  
Los Angeles (UCLA)  
2013 | USA

### BACHELOR OF ARTS

Communication & Mass Media  
(Major: Film & TV Production)  
Complutense University of  
Madrid 2010 | Spain

## EXPERTISE

- Digital Marketing
- Creative Production
- Video Content Creation
- Graphic Design
- Leadership & Team Building
- Social Media Management
- Event Coordination
- Brand Development
- Critical Thinking
- Cross-Functional Collaboration

## EXPERIENCE

### CREATIVE DIRECTOR

eShipper | Toronto, CA | FEB 2022

- Develop and execute creative growth-marketing content strategy to drive revenue, reinforce brand positioning, and elevate presence in North American and UAE markets.
- Directing the end-to-end development of creative campaign content, working cross-functionally with internal teams and external stakeholders to develop concepts and assets for multi-channel platforms.
- Manage the creative team for all divisions of eShipper to ensure brand cohesiveness and marketing strategies are aligned to achieve optimized impact within timelines and expectations.

### CREATIVE DESIGN LEAD

VISO INC. | Toronto, CA | 2021 - 2022

- Led creative development and vision for this global lighting design firm, executing creative campaigns across website and social media channels.
- Created video, graphics, print, and social media content, aligned with marketing strategies to achieve optimized impact within timelines and expectations.
- Produced and edited video content for the new NUSR-ET Las Vegas Restaurant, meeting the needs of a high-profile client.
- Crafted a compelling digital campaign to mark the launch of our new website and VISO's inaugural D2C eCommerce shop.
- Produced and directed the campaign for IIBYIV's Aquabella "Refraction", the world's tallest acrylic art piece installation, maximizing global digital coverage.

### SOCIAL MEDIA SPECIALIST

TUCKER HIRISE | Toronto, CA | 2019 - 2021

- Managed and developed full-scale social media marketing strategies for this high-rise construction company to grow its digital channels.
- Achieved significant social media growth, increasing organic audience on LinkedIn by 150%, and Instagram by 175%, in less than a year.
- Created curated branded content to improve customer engagement through video, graphics, merchandising, and industry events.
- Produced, directed, and edited video series highlighting female employees for "Women in Construction" campaign.

# MARTA CARRACEDO

## Marketing & Creative

### SKILLS

#### LANGUAGES

- English: Fluent
- Spanish: Native
- French: Basic

#### TECHNICAL

- Adobe Premiere Pro
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe InDesign
- Final Cut Pro
- Figma
- DSLR cameras
- DJI Ronin S
- Microsoft Office
- Microsoft Power Point
- Microsoft Excel
- MailChimp
- Hootsuite

### EXPERIENCE

#### CONTENT CREATOR

MARKETTAP | Toronto, CA | 2018 - 2019

- Managed and developed B2C marketing services through digital strategies and brand-aligned content from concept to final production, liaising with clients to define goals, visual guidelines, and launching strategy.
- Provided mentorship and direction to junior designers to support their professional growth.
- Executed on numerous campaigns for Crazy Rumors, a colorful lip balm brand, to engage 13K+ followers.
- Built the mailing list for luxury activewear brand Ultracor, increasing audience impressions and optimizing engagement through tailored outreach tactics.

#### CREATIVE DIRECTOR

MARTACARRACEDO.COM | Spain - USA - Canada | 2009 - 2022

- Established a personal brand studio to produce eye-catching, inventive brand stories from concept to final execution, for clients across the globe.
- Excelled in the development of two creative lines of business: video content production (digital commercials, narrative films, and music videos) and creative direction for brands.
- Managed the end-to-end lifecycle to plan and execute on professional-tier video content, with attention to script break-downs, schedules, location scouting, budget management, and talent recruitment.
- Directed, produced, and edited the music video "Come into My Room", which ranked as the #1 song for MTV India and VH1 (2014), generating 13K+ YouTube views, and earning mainstream press.
- Produced and directed independent short film "Rouge" which earned The Indie Fest Award (La Jolla, CA) as well as features in the IFFCA Cinematic Art Festival and Cine Campus International Short Film Festival.
- Created branded video for Sony Pictures to promote the new Resident Evil film, leveraging a network of top Spanish YouTubers to increase franchise awareness.

#### VIDEO DIRECTOR & CONTENT PRODUCER

UNIVERSITY OF MADRID (UAM) | Madrid, Spain | 2016 - 2019

- Managed an 8+ team dealing with scriptwriting, directing, producing, cinematography, and editing, collaborating with multiple departments to produce impactful e-learning content.
- Provided mentorship and direction to the junior team.
- Achieved ranking among top universities demonstrating superior e-learning content worldwide, as designated by edx.org.

#### CAREER TIMELINE

- Content Creator | ATREVIA | Spain, 2016
- PR Coordinator | Villanueva Film Festival | Spain, 2015
- Event Coordinator | Hollywood Forever | LA, USA, 2014
- Event Coordinator | American Film Market | LA, USA, 2014
- PR Coordinator | Indie PR | Los Angeles, CA, 2014
- Content Creator | San Pedro Intl Film Festival | Los Angeles, CA, 2013
- Development Intern | Virgin Produced | LA, USA, 2013
- Junior Talent Agent | Mesala Films | Spain, 2011
- Casting Assistant | Leira & Serrano Casting | Spain, 2010
- Development Intern | Original Artists | LA, USA, 2009

