

# LaalaMatias

CREATIVE & PRODUCTION

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## OBJECTIVE

Seeking a creative or coordination role that utilizes my diverse production skillset. Work in Los Angeles and or New York.

## PRODUCTION EXPERIENCE

Film, TV, Music Videos & Commercials | Production, Locations & Art Depts. | New York, NY/Los Angeles, CA | *Freelance Production & Art Department Coordinator; Art Director, Set Dresser & Buyer; Talent Wrangler; Assistant Locations Manager*

- ▶ Work on low-budget & high profile shows in the Production, Art, Casting & Location departments – production list available
- ▶ Shows include Law & Order: SVU, Spike Lee's Spike DDB, Hype Williams, Dennis Leary, HBO, Saturday Night Live productions
- ▶ Break scripts down to create prop lists for aesthetic, department budget and shopping. Scout props for Production Designer/Art Director's approval and purchase them.
- ▶ Set dressed high profile Google CES party hosted by John Legend and Chrissy Teigen in Las Vegas.
- ▶ Coordinate pick-ups and set drop-offs/deliveries with Swing and Art Production Assistants. Scout prop houses, mainstream stores and thrift shops.
- ▶ Style sets under the guidance of the Production Designer/Art Director to achieve visual aesthetic.
- ▶ Coordinate prop orders with vendors while working within budget.
- ▶ Pull/purchase art kit supplies. Reconcile receipts and. Manage prop insurances.
- ▶ Garner and coordinate product placements. Liaison between the production companies, advertising agencies and or corporate entities that own products for placement. Clear trademark artwork.
- ▶ Prep sets for shots of subsequent scenes. Strike sets including wrapping props, managing prop/set returns, and bringing the location back to the original state. Coordinate rental and return of props and product placements.
- ▶ Book union and non-union crew with call-times. Distribute and update department call-sheets. Process timecards.
- ▶ On set and field Gal Friday to Designer during pre-production, production and post-production.

## OTHER ENTERTAINMENT EXPERIENCE

5D Organization | *Coordinator* | Los Angeles, CA | 2013-2014

Supported internationally renowned feature film Production Designer with his creative, educational and business projects.

- ▶ Managed various divisions along with the projects at the University of South California School of Cinematic Arts and the institute's annual conference while interacting with the administration heavily to establish the new office and lab.
- ▶ Drafted expense reports for the business management company and the university accountant, made travel arrangements, scheduled heavy meeting calendar and meeting conference rooms and lunch reservations. Ordered office supplies, managed company credit card and processed \$12,000+

VisionFest Awards | *Advertising & Event Coordinator* | Los Angeles, CA | 2010-2012

New Television Writers Showcase – Friar's Club of Beverly Hills | *Sponsorship Sales Manager* | Beverly Hills, CA | 2011

Developed and sold businesses advertising and sponsorships for high-profile entertainment industry event.

- ▶ Exceeded sales goal by 27%, additionally securing in-kind donations for various event offerings to attendees
- Created and sold co-branded sponsorships and event advertising to premium advertisers including: BMW, Fuse, and Sony.
- ▶ Surpassed marketing goals by 70%. Persuaded Crowne Plaza Beverly Hills to donate hotel and conference rooms.
  - ▶ Coordinated setup of 300+ swag bags for high profile attendees. Items were provided by product placement companies.

## EDUCATION

New York University, Tisch School of Arts | New York, NY | *Bachelor of Fine Arts | Film & Television*

University of California at Los Angeles, Extension | Los Angeles, CA | *Certificate with Distinction | Entertainment Studies*

Institute of American Indian Arts | Santa Fe, NM | *Certificate | Disney ABC Summer Film Workshop*

## TECHNICAL SKILLS

- ▶ Google Analysis & FB Insights
- ▶ Adobe Photoshop/Illustrator
- ▶ HTML Asset Creation
- ▶ Testing & Optimization
- ▶ Wordpress/PHP Website
- ▶ MS Office Suite
- ▶ Email Blasts
- ▶ Final Cut Pro & other editing software

## SOCIAL MEDIA

- ▶ Twitter
- ▶ Instagram
- ▶ Facebook
- ▶ Vimeo
- ▶ Clubhouse
- ▶ LinkedIn