

# Daniela Cruz

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Creative producer and project manager in the digital landscape, responsible for developing content and expanding partnerships across sports, entertainment and culture. Highly experienced in international productions and campaigns (of all sizes), events and activations.

## Experience

### Canyon Bicycles

**Creative Producer and Production Manager (freelance)** - From April 2023, Barcelona.

Develop and execute content strategy to complement different category launches and drive sales. Define a multichannel approach alongside marketing to identify potential story angles and leverage different channels, including athlete and event activation on a global scale. Leading the development of new videos and formats, ensuring they are developed with our audience in mind, with strong social mechanics to raise brand awareness and engagement. Coordinate and project manage all asset production for product launches and campaigns across all touchpoints, including, e-commerce, showroom, partners, paid media.

### Adidas Runtastic

**Activation Manager (contract)** - October 2022 to February 2023, Vienna.

Set up, ran and optimised campaigns for the sports apps that influence regional and international audiences across multiple digital touchpoints. Adaptation of (ATL-only) campaigns into full digital campaigns, incl. deliver a roadmap of the user journey, commissioning new assets for digital, landing page, CRM and newsletters, acquisition. Establish goals and key brand messaging with each activation to cultivate sustainable user growth and fuel demand. Identify partner collaborations, oversee production of assets, commission editorial content, managed resourcing needs and create post-launch performance analysis, market data and user behaviour for improvement and new product opportunities.

### Red Bull Media House

**Global Content Producer** - September 2019 to October 2022, Salzburg.

Developed and produced tailored content for the global channels. In alignment with the business needs, we established the digital strategy ensuring a constant flow of content was available, outlining the creative direction, developed briefs, scripts and managed cross-functional workflow: overseeing budgets, timelines and deliverables, booking talent and athletes, legal clearance and managing creative teams. Identified and developed new story angles for existing projects, athletes, events and recurring content opportunities to optimise to the digital platforms. I supported the development of the social opinion leaders program, working alongside creators, external partners and local markets to expand the world of Red Bull to different audiences.

### Sunset + Vine Productions

**Digital Assistant Producer** - July 2017 to July 2019, London.

Responsible for managing different sports clients accounts, being the first point of contact for clients and liaising with internal/external stakeholders. Manage multiple cross-platform projects from end-to-end, to support each client marketing needs. I developed new content formats ranging from short content for emerging social platforms, newscuts and long-feature documentaries, live and non-live productions. Responsible for end-to-end photography & video production process - account management, videography, directing, editing and social media management.

### University of the Arts London

**Production Manager** - October 2016 to March 2017, London.

Responsible for a daily schedule for all team and studio facilities, call sheets, content briefing and organisation of all the pre-shoot requirements, including, cameras, host, set designers, lighting and audio technicians. Manage resource allocation and booking of freelance talent, as well as the editing and feedback workflow of all the content, ensuring key stakeholders input within a clear structure and to deadline.

### Fremantle, Thames Television

**Production Assistant (contract)** - May 2017, London.

### ShootMedia

**Production Assistant (contract)** - January 2017, London.

### TedXUAL

**Video Editor (freelance)** - 2016/2017

### Envy Post-Production

**Post-Production Intern/Runner** - 2016

### Grandes Planos

**Motion Graphics Designer and Editor (internship)** - February 2014 to August 2014, Porto.

Creating animated sequences for several projects, explainers, projection mapping and 3D. I had the opportunity to develop my skills in motion graphics and work directly with the design team which gave me a lot of insights into digital design and digital user experience that I moved to apply in all of my work.

## Skills

Digital Marketing  
Social Media strategy  
YouTube algorithm and SEO  
Project Manager  
Budget and cost estimates  
Contracts and clearances  
Timelines  
Budget Negotiations  
Creative production  
Concept development  
Brand/Event activations  
Experimental Marketing

## Education

**Mini MBA in Marketing by Mark Ritson**  
2023

**(MA) Global Cinemas and Transcultural**  
SOAS, London  
2018 - 2021

**(BA) Production for Live Events and Television**  
UAL, London  
2014-2017

**Audiovisual Communications**  
Higher Education Certificate, Portugal  
2010-2013

## Technical Skills

Adobe Premiere  
Adobe After Effects  
Photoshop, Illustrator  
Red Digital Cinema Cameras  
Sony FS, FX and A7 series  
Canon C series  
Design and UX insights  
Google Analytics  
YouTube Analytics  
JIRA, Airtable, Asana  
CRM and Email Marketing

## Languages

English  
Portuguese  
Spanish

## Certifications

**London Film Academy, 2021**  
Production Management

**Fest Festival, 2016**  
Film Law, Development, Production and Exploitation Deals