

# Camille Sanchez

Paris, France • 06-47-95-11-23  
camille.sanchez94@gmail.com • www.linkedin.com/in/camille-sanchez-media/

## Associate Producer & Communications Analyst

I am a bilingual (French-English) Video & Multimedia Producer and Communications Officer specializing in research, script and content writing, production, and directing of videos. I excel at producing brand marketing content and crafting Corporate Social Responsibility (CSR) messaging designed for optimal clarity and audience impact. I also coordinated major campaigns by organizing complex schedules, working with internal and external partners, fulfilling administrative responsibilities and ensuring timely completion of the project within budget. I am also very skilled at programming with Python, frontend languages and a few database languages.

### Selected Highlights

**Filmography Experience:** Produced HD videos for multiple organizations, and fulfilling roles as director, producer, writer, camera operator, sound designer and editor

**Multimedia Analyst Expertise:** Photographer and videographer. Produced shorts, corporate videos and documentaries, and promoted these through social media.

**Interests in CSR and Diversity & Inclusion Communications**

### Skills

- Research, Content Development, Copywriting & Editing
- Graphic & Visual Displays
- Directing, Producing & Scriptwriting & Editing
- Lighting, Audio & Camera Animation
- Website Optimization
- Project Management
- Multimedia Supervision & Coordination with Agencies

## EDUCATION

Bachelor of Arts in **Cinema and Media Studies (CAMS)** | Carleton College

Graduated in 2017 | Northfield, MN, USA

Study Abroad: Studied cinema and cultural change in Chile and Argentina, while in Buenos Aires & Santiago

Awards: Harriet Sheridan Endowed Prize for Excellent Writing

Diploma in Introduction to **Programming with Python** | New York University SPS

Graduated in 2020 | New York, NY, USA

## PROFESSIONAL EXPERIENCE

**BNP PARIBAS CIB AMERICAS** | Sept. 2018 – Present | New York

**Multimedia Analyst – Marketing & Communications**

As the multimedia producer, I realized diverse multimedia content while focusing on corporate videos. I informed the staff of the bank's initiatives and engagement campaigns, and provided essential updates on behalf of the departments and executives.

### Key Achievements:

- Created a small production studio to handle multimedia requests and their progress, including trackable metrics for all media productions and a project database of approved key-messaging multimedias available to the Marketing & Communication teams, sales, and executive teams
- Produced original internal and external social media content to highlight the bank's presence and sponsored events in the Americas
- Ensured consistent messaging and branding across all platforms
- Partnered with compliance & legal departments to develop a multimedia procedure to be implemented within the Marketing & Communications Department
- Supported teams with visuals and infographics to help viewers interpret complex content

### Additional Responsibilities:

- Oversaw bank events (internal and external partners) which focused on business, entrepreneurship, sports, culture, environment and corporate responsibilities
- Official photographer for board members, executives, and external-facing staff

**BNP PARIBAS CIB AMERICAS** | Sept. 2017 – Aug. 2018

**Postgraduate Intern, Multimedia Analyst – Marketing & Communications**

I was hired on a trial basis as a “Volontariat International en Entreprise” (V.I.E), alternatively known as having a position in the “French International Postgraduate Internship Program”, and eventually transitioned to a full-time employee.

**Key Achievements:**

- Produced most photo and video projects and supervised the ones assigned to external agencies
- Connected BNP Paribas employees with an internal “one-stop shop” to produce multimedia, and helped them utilize this to modernize and digitalize their communications
- Established the foundation for the studio and developed new content including videos, photos, animations and infographics

**CARLETON COLLEGE** | Sept. 2014 – Jun. 2017

**Lab & Production Assistant – CAMS Production Office**

- Assisted students and professors in building their projects and teaching materials (instructed on equipment use, incorporated new technologies to improve efficiency and quality, supported and managed the entirety of project production)
- Gained Adobe Creative Cloud expertise
- Oversaw the creative process and co-produced the *Celebrating Carleton's 150th Birthday* exhibit

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## INTERNSHIP EXPERIENCE

**FINE ART CUBE PRODUCTION COMPANY** | Summer 2016

**Production Assistant**

Assessed over 50 potential models for the photography project *Abuse of Power* produced by renowned artist Gerard Rancinan. Provided insight as a team member on creative processes and content development, and encouraged positive momentum for timely project completion.

**PUBLICIS CONSEIL** | Summer 2015

**Digital Account Planning Assistant**

Conducted in-depth industry research and assisted in brand positioning for one of Publicis's most prominent clients; also responsible for designing weekly internal newsletters for another important client

**TF1 TELEVISION CHANNEL** | Summer 2014

**Web Assistant for TMC and NT1 TV channels**

Researched competitors' websites to optimize TMC and NT1's exposure; was also responsible for a photo reportage of the set of a popular French television series called *Les Mystères de L'Amour*

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## TECHNICAL EXPERTISE

- » **Graphic Design, Photography & Video Software:** Adobe Creative Cloud (Photoshop, Premiere Pro, InDesign, Illustrator, After Effects, etc.) and Final Cut Pro
- » **Camera Equipment:** SONY HXR-NXSU, DSLR Canon 60D and Lumix GH5
- » **Audio Equipment:** Shotgun Equipment, Lavelier microphones and audio recorders
- » **Lighting Equipment:** Halogen and LED
- » **Animation Software:** Dragonframe, Toon Boom Harmony and Studio Anime Pro
- » **Programming Languages:** Python, HTML, CSS, SQL and notions of Javascript

## LANGUAGES

- » **French:** Native
- » **English:** Bilingual
- » **Spanish:** Intermediate

## HOBBIES

- » **Sports:** Competitive swimming (member of the Carleton College Division III Varsity team), sailing, alpine skiing
- » **Entertainment:** Cinema (films, documentaries, animations and TV Series), Musicals