



ABOUT ME

Storytelling is my passion! I am mainly experienced in documentaries and narrative films.

Being able to build a story to move or provoke emotions is my goal. Since young I've been involved in theatre plays, and films.

Now, as an experienced Film Editor, I love to give structure to a story, build tension, shape characters, add pace, and use my intuition to let the story flow to a climax.



AWARDS

Nominated for Best Short Documentary	AMACC (BAFTA equivalent) Mexican Academy Awards Ariel (Mexico 2016)
Mention of Honour	FICTS Federation Internationale Cinema Television Sportifs (Milan 2019)
Silver Achilles	FICA Festival Internacional de Cine de Atletismo (San Sebastian 2019)
Best Short Documentary Film	Shorts Mexico. Edition 11 (Mexico 2016)
Jury Prize	DOCSMX. Mexican Documentaries (Mexico 2015)

PROFESSIONAL EXPERIENCE

Freelance Film Editor (2013 - TD)

• Editor	Countryside Code	2023	Branded video	View Creative Agency
An informative and fun video made for National Resources Wales to post on social media.				
• Editor	Lensbury Promo 2023	2023	Branded promo	View Creative Agency
A promo video for social networks made for The Lensbury Resort to promote the Riverside Weekender festival. Made in formats 9:16, 1:1, and 16:9, fast paced, animated motion graphics				
• Editor	Cufflink Launch	2022	Branded promo	Cread Cyf
An informative, fun and fast paced video to present a new technological business. Done for social networks.				
• Editor	Volvo C40 Promo	2021	Branded promo	Cread Cyf
Elegant and cinematic promo for a Volvo retailer to post on their social networks.				
• Editor	Diary of a Lamb (Dyddiadur Wyna)	2021	Factual, documentary	TeliMôn / S4C
Short documentary made for S4C social networks, that tells the story of two farmers and their activities over the lamb birth season. Footage self recorded by the farmers.				
• Editor	By The Sea (Gan y Môr)	2021	Factual, documentary	TeliMôn / S4C
Short documentary made for S4C social networks, about two women creating art from pieces of glass found by the sea. Self recorded by the women during lockdown.				
• Editor/ Editor Producer	The Other Side? (Yr Ochr Arall?)	2017-21	Factual suspense	TeliMôn
Paranormal series where a Historian and a Spiritual Medium visit places that appear to be hunted to discover spooky stories. Factual film edited with tension and a lot of suspense.				
• Editor / Editor Producer	BBQ Combat (Brwydr y BBQ)	2021	Factual TV	TeliMôn
A TV style competitions programme about two BBQ chefs cooking their best summer menu to a fussy judges. Fast paced, confrontation, presenting characters, motion graphics.				

<ul style="list-style-type: none"> • Edito / Editor Producer To Remember (@Gofon) 	2021	Factual interview	TeliMôn
<p>TV style interview programme whose goal is to keep alive the memory of people that have a lot to give to the local heritage. Factual, interview pace, archive video inserts, motion graphics.</p>			
<ul style="list-style-type: none"> • Edito / Editor Producer The Jump (El Gran Salto) 	2019	Narrative documentary	Sutilde Cine
 <p>Award winning feature documentary about a Mexican long jump athlete struggling to hit the mark to classify for the Rio Olympic Games. The film was screened in cinemas for 3 weeks. Now on Prime Video USA. The Jump, as a brand, also turned into a live podcast with 67 episodes (2020-2021).</p>			
<ul style="list-style-type: none"> • Editor/ Co-writer Tobias 	2016	Narrative documentary	Independent
 <p>Award winning documentary about an indigenous child who plays in a poor basketball team that starts to win competitions nationally, then internationally. Tobias faces a conflict between the frenetic world and his roots.</p>			
<ul style="list-style-type: none"> • Editor/ Sound Mix Pilato, Pilato 	2013	Drama short film	El Dedo en el Ojo
 <p>Award winning short film about how a 5 year old child understands and deals with the death of his unborn brother. A very emotional story.</p>			
<ul style="list-style-type: none"> • Editor/ Sound Mix The Fat (El Gordo) 	2013	Comedy short film	El Dedo en el Ojo
 <p>Award winning short film about an unemployed man suddenly involved in a chase, a dangerous man, and a mysterious lady. A story that talks about luck and life's turning points.</p>			

Grey Worldwide Agency (Mexico, 2007)

- Executive Supervisor. Produce and follow up advertising campaigns and internal video communications for ING brand.

Young & Rubicam Agency (Mexico, 2006 - 2007)

- Account Executive. Produce and follow up advertising campaigns for Colgate Palmolive brand.
- Focus groups, interviews, ratings, meetings with LatAm Headquarters in New York.

Televisión Azteca, TV Broadcast (Mexico, 2003 - 2006)

- Script Analyst. Deep analysis of drama scripts to suggest changes that could enhance the story.
- Comparing aired drama series against minute by minute audience rating and sharing to understand the likes of the viewers.
- Use of analytics tools (rating, share, interviews and focus groups) to understand audience's reaction to content.

EDUCATION	SKILLS
<p>JellySudio Editing Certification Jellysmack, France, online (2021-2023)</p> <ul style="list-style-type: none"> • High standards video editing for Youtube and Facebook. <p>M.A. Film Editing & Sound Bande à part Film School, Barcelona (2010-2013)</p> <ul style="list-style-type: none"> • Pitching, developing ideas, story analysis, shooting, and editing footage into digital short films. <p>B.A. Communication Studies Tec de Monterrey Institute, Mexico (1999-2003)</p> <ul style="list-style-type: none"> • Communication strategies to generate clear, effective and forceful messages. • Extracurricular activities such as drama, music and semiotic forums. 	<p>Softwares</p> <p>Avid, Adobe Premiere Pro, Photoshop, After Effects, Final Cut Studio, open to learn other editing softwares.</p> <p>Languages</p> <p>English proficient, Spanish native. Basic Italian, French and Catalan. Currently learning Welsh.</p> <p>Attributes</p> <p>Creative, committed, well organised, objective oriented, able to work in a team or by myself, work under pressure, open to learn and to discuss what's best for a project, respect for other's work and roles.</p>