

KATYA MARTÍN

Director of Media Content + Production

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SUMMARY

Award-winning Producer with 8+ years' experience delivering **motion, post-production, and multi-platform content** for global brands, agencies, and cultural institutions. Expert in **interpreting creative briefs, serving as primary client liaison, and managing full production lifecycles** from concept through post. Proven track record of **aligning creative and business objectives**, coordinating **directors, crew, and vendors**, and delivering projects **on time, on budget, and at broadcast quality** across international markets. Fluent in English, Spanish, and French with deep expertise in **cross-cultural collaboration**.

PROFESSIONAL EXPERIENCE

Trail Mix Ventures – Director of Video Content & Executive Producer

Contract – New York, NY | 2024–Present

- Develop and pitch original **video and motion content** directly to VC founders and LPs, aligning creative IP with investor communications, brand messaging, and business strategy.
- Lead **full-cycle production and post-production operations**, overseeing timelines, deliverables, and milestone-based budgets.
- Negotiate vendor contracts, manage SOW compliance, and ensure projects achieve **ROI and KPI targets**.

House Studios – Advisor & Creative Lead

Contract – NYC & Washington, DC | 2024–Present

- Advise on brand identity, **creative direction**, and operational frameworks as the company raises Series A funding.
- Recruit, mentor, and manage a creative team, elevating standards across **video, social, and immersive media**.
- Implement **intake processes, review cadences, KPI dashboards, and bid-writing frameworks**, ensuring scalable workflows.

Admiration Co. – Unit Production Manager

Contract – NYC | 2023–Present

- Managed **end-to-end production cycles** for political and branded campaigns.
- **Head-hunted and secured an award-winning director for NFL Por la Cultura campaign and successfully obtained client approval**, ensuring the creative vision aligned with campaign objectives. The campaign went on to reach 574 TV/digital placements, 50.43 GRPs, 188M+ impressions across platforms.
- Oversaw multi-location scheduling, vendor sourcing, and crew management, delivering on time and within budget.

Red is Dancing – Director of Digital Media & Production

Full Time – NYC & Paris | 2018–2023

- Acted as **primary liaison** between clients, directors, and vendors, managing **creative briefs, global production planning, and post-production delivery**.
- Standardized **production trackers, call sheets, and workflows**, improving efficiency across multi-country shoots.
- Produced branded campaigns with organic reach in the millions for clients including:
 - **Red Bull** (*Dance Around the World & Dance Your Style*) – 18M+ views.
 - **Target / Elaine Welteroth** – 185K views (IG).
 - **Credo Beauty** – 2M+ views.
 - **Alvin Ailey American Dance Theater** – 5M+ views.

- **836M Artist Residency** – 6M+ views.
- Produced Vogue World's NYFW 2022 dance performance: cast 50+ dancers, coordinated fittings/rehearsals; 300K livestream viewers + 600 attendees.
- Directed museum collaboration (*Brooklyn Museum's The Dinner Party*), generating 60K organic views + ELLE Magazine coverage.

Duolingo – Project Manager & Content Producer

Contract – NYC | 2020–2023

- Produced multilingual content for app-based learning & short-form campaigns, overseeing **localization, casting, and platform optimization**.
- Coordinated high-profile talent (e.g., Penelope Cruz) for pilot programs, ensuring **language accuracy and market fit**.
- Supported beta video series & Spanish Podcast production, ensuring timely delivery aligned with release calendars.

Vantage Point VR – Production Coordinator & Screenwriter

Contract – Los Angeles, CA | 2018

- Produced and scripted a six-episode immersive **VR training series** with branching narratives.
- Managed **multi-department production cycles, 360° capture, QA testing, and compliance with VR standards**.
- Coordinated 20+ performers and technical crew, optimizing workflows across iterative build cycles.

Global Arts 4 Youth – Program Director & Creative Producer

Contract – San Diego, CA | 2016–2018

- Directed cultural programming for youth audiences, overseeing **curriculum development, live showcases, and budget management**.
- Built partnerships with schools, nonprofits, and municipalities to deliver **mission-driven arts programs**.

David Lynch Foundation – Junior Events Coordinator

Part Time – NYC & LA | 2013–2015

- Produced cultural events and gala fundraisers with Jerry Seinfeld, Ringo Starr, Hugh Jackman, and David Lynch.
- Managed talent booking, invitation lists, and Salesforce-driven RSVPs for 500+ VIP attendees.
- Coordinated budgets and contracts for concerts, exhibitions, and award events.

Culture Three Productions – Founder & Executive Producer

NYC & Madrid, Spain | 2023–Present

- Founded a mission-driven production company amplifying diverse voices across **scripted, branded, live, and immersive media**.
- Lead creative & executive production across development, budgeting, staffing, international shoots, and delivery.
- Managed collaborations including: **King Princess “RIP” Music Video** – coordinated 20+ celebrity performers and **Segundo Premio (La Terraza Films)** – Oversaw production coordination; film won 3 Goya Awards, 3 Gaudí Awards, and was Spain's 2024 Academy Awards submission

EDUCATION

New York University – B.A. Media, Culture & Communication | Minor: Business of Entertainment & Film Producing