

Sasha Santiago

skilled digital video producer and community organizer

954.609.6626 | Flickermaker@gmail.com | Seattle based

Experienced in producing visual assets across platforms, mastering the idiosyncrasies of each, and creating tailored content across channels that help drive marketing objectives. I continuously focus on creatively bridging ideas and communities when making a creative contribution to a cause or driving a narrative project forward to completion. I'm a hands-on, steadfast, filmmaker with a professionalized approach and am adept at intuitively crafting video segments, scripted content, and mini-docs that convey impactful messages from people that are on the front lines of the story we want to tell. This often includes navigating ambiguous processes and environments with people that are inexperienced in front of a camera in order to capture and deliver the content needed to achieve project goals.

Efficiently ideate, craft, and deliver influential stories regardless of content length while being a key voice in producing compelling stories that are both entertaining and authentic to the brand. Proficient in all aspects of video production needed to bring a vision to life, including: lighting, audio, cameras, set decorating, and editing software. Skillful at working independently, as well as actively participating in a collaborative culture to deliver quality content.

ATTRIBUTES

- Pitch ideas effectively and create storylines in both pre and post-production
- Brainstorm strategies, coordinate, collaborate, and communicate with stakeholders
- Develop, write, and produce highly compelling case studies and mini-doc style content
- Collaborate with client teams on segment planning and scripting
- Ensuring best practices are upheld in the video production life cycle
- Employs sound critical thinking & problem-solving approaches - solution driven
- Able to remain calm and effectively pivot should a shoot suddenly not go as planned
- Goal oriented and deadline-driven.

EXPERIENCE

- ★ **2015 - 2020: LO3 Energy / NYC Senior Marketing**
Built a global community to be the voice of a brand's goals & industry targets as a way of generating authentic "real-life" video content and compelling pitch ideas for press releases
- ★ **2012: Naxos Records / NYC Independent Digital Video Producer**
Traveled the world producing mini docs and promo videos for world class musicians
- ★ **2001 - 2021: Freelance Filmmaker & event producer-** writing, producing, shooting & editing for clients ad-hoc projects ranging from app content, music videos, interview videos and scripted content. Produced live concerts and led interactive community workshops.

www.flickermaker.com