

# Natalia Guedes

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## WORK EXPERIENCE

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### CNN Brazil

New York, NY

*Content Strategist and Researcher*

August 2025 - June 2025

- Conduct research for Leonardo Reis Education Blog at CNN Brazil, generating compelling ideas and topics to shape insightful and engaging content.

### Leo Reis Corporation

New York, NY

*Assistant*

May 2025 - June 2025

- Collaborate with his PR team to manage media presence and public relations initiatives USA and Brazil.
- Traveled with him to assist at the Cannes Film Festival 2025, handling on-site logistics and support.
- Organize and coordinate meetings with clients, collaborators, and internal teams.
- Manage and post professional content on his LinkedIn account.
- Serve as the first point of contact for his clients and legal counsel.
- Oversee calendar management, ensuring all appointments and commitments are up to date.
- Handle travel arrangements, including scheduling, bookings, and itinerary management.
- Organize his participation at Brazil's *CARAS Magazine* 2024 event in New York.

### Only Murders In The Building - Hulu Original Series

New York, NY

*Production Assistant*

August 2025 - June 2025

- Assisted on set during a studio shoot day for the Hulu Original Series comedy-drama starring Steve Martin, Martin Short, and Selena Gomez
- Supported departments including camera, props, wardrobe, and locations
- Managed set lockups, crew and talent movement, and on-set communication
- Ensured smooth execution of production tasks in a fast-paced environment

### Inffinito Film Festival

New York, NY

*Producer*

August 2024

- Collaborated with Inffinito CEOs Viviane Spinelli and Adriana Dutra to produce and manage key festival events.
- Oversaw film screenings, industry meetings, and high-profile concerts featuring Alcione and Larissa Luz at *Summer-Stage* in Central Park.
- Managed and coordinated festival volunteers, ensuring smooth operations and a seamless experience for guests and attendees.
- Facilitated logistics, talent coordination, and event execution to uphold the festival's artistic and professional standards.

### PXP

New York, NY

*Production Coordinator*

November, 2024

- RFI: Digitas 2024 - Live Action
- Scheduled and oversaw production needs
- Managed communication between departments

### Very Breezy

New York, NY

*Content Creator*

May 2023- May 2025

- Captured high-quality photography and iPhone video content for TikTok and Instagram to enhance brand visibility and engagement.
- Developed promotional material that aligned with the brand's aesthetic and marketing strategy.
- Collaborated closely with the brand's owner, a former Jewelry Market Contributor at *Vogue*, to curate compelling visual content.

### Short Film *Anatomy of Deception*

New York, NY

*Producer*

Fall 2024 - Spring 2025

- Managed pre-production, production, and post-production logistics for an NYU 2025 Advanced Thesis film directed by Julia Lipsztein shot in Upstate New York.

- Secured locations, permits, and production resources while coordinating with cast, crew, and department heads to ensure a seamless workflow.
- Oversaw budgeting, fundraising, and financial management, successfully allocating resources to maximize production value.
- Facilitated contracts, scheduling, and risk assessment, ensuring compliance with industry regulations.
- Coordinated with the director and cinematographer to align production execution with the film's creative vision.
- Managed on-set problem-solving, troubleshooting challenges related to scheduling, weather, and logistics.
- Supervised post-production processes, including editing, sound design, and festival submissions, to ensure the film's completion and distribution.

### **Short Film *Long Time No See***

**New York, NY**

*Producer and Assistant Director*

*Spring 2025*

- Managed pre-production, production, and post-production logistics for an NYU 2025 Advanced Thesis film shot in Manhattan, New York.
- **Producer:**
  - Oversaw budgeting, fundraising, and financial planning, ensuring resource efficiency and high production value.
  - Oversaw the casting process, coordinating auditions, and callbacks.
  - Secured filming locations, permits, and equipment while coordinating with vendors, talent, and crew to maintain production timelines.
  - Handled scheduling, and ensured compliance with industry safety and legal standards.
  - Secured filming locations, permits, and equipment while coordinating with vendors, talent, and crew to maintain production timelines.
- **Assistant Director:**
  - Created and maintained the shooting schedule, ensuring efficient time management on set.
  - Acted as the key liaison between the director and various departments, facilitating clear communication and smooth operations.
  - Managed on-set logistics, ensuring the cast and crew adhered to the schedule and handled any real-time adjustments.
  - Oversaw safety protocols and problem-solved challenges such as time constraints, location limitations, and unforeseen delays.
  - Assisted in post-production coordination, working closely with the editor and director to ensure the film's timely completion and submission to festivals.

### **Conor Bagley**

**New York, NY**

*Assistant*

*August 2024 - Present*

- Assist Broadway producer Conor Bagley (*Once On This Island*) with scheduling, coordinating meetings, and managing day-to-day operations.
- Organize and oversee staged readings, ensuring smooth execution by coordinating logistics, script distribution, and talent communication.
- Maintain and update professional correspondence, including drafting and distributing newsletters to industry contacts.
- Provide research and administrative support for upcoming productions, presentations, and industry events.
- Liaise with creative teams, talent, and industry professionals to facilitate efficient workflow and project development.

### **Over The Moon**

**New York, NY**

*Fashion Assistant*

*August 2024*

- Assisted models on set, ensuring a smooth and efficient photoshoot process.
- Organized and prepared designer clothing, maintaining garment care and styling continuity.
- Supported the production team in executing Over The Moon's collaboration with Vivrelle.

### **Serell Media**

**New York, NY**

*Videographer & Content Creator*

*March 2025 - June 2025*

- Shot and edited dynamic video content for social media campaigns, working directly with influencers such as Kyla Hamlin and brands including Auntie Anne's, Nails Inc, Voesh, and Never Fully Dressed.
- Produced short-form video content (Reels, TikToks) optimized for audience engagement and brand identity.
- Managed all aspects of on-set production, including camera operation, lighting, sound, and directing talent.

- Collaborated with the creative team to conceptualize visual strategies that aligned with each client's brand voice and marketing goals.
- Delivered high-quality, on-brand content under fast-paced production timelines, contributing to increased social engagement and client satisfaction.

### **Fordham Theatre Program**

*Social Media Manager*

**New York, NY**

*Spring Semester 2024*

- Managed Fordham Theatre's Social Media Accounts.
- I connected with Fordham Theatre's Studio Lead Artists and all the talented individuals involved in Studio & Main-stage Productions, and Senior Showcase to produce content for Instagram and TikTok.
- Worked on videography and editing content for the Fordham Theatre's Social Media.

### **IPTI US**

*Executive Assistant*

**New York, NY**

*April 2023 - August 2023*

- Organized Annual Event 2023 at the Yale Club in NYC and upcoming Miami Annual Event
- Organized meetings and did research for the founders of the organization
- Helped deal with the recent merge between IPTI US & IPTI Brazil

### **Inffinito Film Festival**

*Assistant*

**New York, NY**

*September 2023*

- Assisted Inffinito's CEOs Viviane Spinelli and Adriana Dutra
- Oversaw the Volunteers' work at the festival.

### **Fordham Theatre Program**

*Assistant for Head of Program*

**New York, NY**

*August 2022 - Spring Semester 2025*

- Organized meetings and assisted Theatre Director May Adrales
- Photography and videography for Fordham University's Theatre Productions

## **LANGUAGES**

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- Portuguese (Native), English (Native), Spanish (Proficient)

## **SKILLS**

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### **Software**

- Google Workspace, Microsoft Office Suite, Canva, Final Cut Pro, Adobe Premiere Pro, Adobe Photoshop

### **PR and Communications**

- Social Media (Instagram and TikTok), Photography, Videography, Copyediting, Research

## **EDUCATION**

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### **Fordham University**

Fordham University Theatre Program

**New York, NY**

August 2021 - May 2025

Bachelor of Arts,

Major: Theatre

Minor: Digital Technology and Emerging Media

**Highlighted Coursework:** Performance, Social Media, Digital Research Methods, and Interpretation of Film

**Awards and Honors:** Dean's List Honoree (3 years); GPA 3.814/4.0

## **INTERNSHIP AND MENTORSHIP**

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### **Roc Nation**

*Digital Media and Marketing Intern*

**New York, NY**

*Fall Semester 2023*

- Worked for Roc Nation's Record Label Digital Media and Marketing for their signed artists
- Presented TikTok strategies and edited videos for Roc Nation Sports
- Presented TikTok strategies for LaMelo Ball's LaFrancé TikTok

- Presented social media ideas for Paper Plane's Social Media Manager for Holiday Season launch and assisted on a product shoot

### **Conspiração Filmes**

**Rio de Janeiro, Brazil**

*Summer Intern*

*June 2022-August 2022*

- Supported/Followed series through development, production, and post-production
- Was on set for *FIM*, a 2023 Mini Series on Globoplay
- Researched and followed Film editing for shows such as *Dom* (Amazon Prime Video), *Sob Pressão* (TV Globo) and *DPA* (Gloob)

### **Malu Miranda**

*Mentorship*

- Gained industry expertise and professional insights from the former *Head of International Originals Brazil* at Amazon Studios.
- Received mentorship in 2024-2025 while producing the short films *Anatomy of Deception* and *Long Time No See*, refining storytelling, production strategies, and industry navigation skills.

### **Elizabeth Sutton Collection**

**New York, NY**

*Content Creator*

*April 2024*

- Shot and edited content for Elizabeth Sutton's Instagram (@elizabethsuttoncollection) throughout event hosted at Elizabeth Sutton Collection Art Gallery in Chelsea

### **12ML Comunicação**

**Rio de Janeiro, Brazil**

*Intern*

*January 2022- June 2022*

- Conducted research for captions and website content to support branding and communication strategies.
- Assisted in art direction, ensuring visual and conceptual alignment across projects.
- Managed Instagram marketing and public relations efforts to enhance audience engagement.