

# NATALIA PLAZAS

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## CREATIVE PRODUCER | BROADCAST, COMMERCIAL & DIGITAL PRODUCTION INNOVATOR

~ Innovative creative producer blending advertising prowess with cutting-edge digital production strategies to drive award-winning, transformative content. ~

Experienced Creative Producer with nearly a decade of hands-on experience delivering high-impact, multimillion-dollar campaigns for global brands such as Google, McDonald's, and QuickBooks. Adept at steering creative and production initiatives from concept through post-production, with proven expertise in team leadership, cross-functional collaboration, and scalable workflow optimization. Passionate about leveraging breakthrough technologies, immersive storytelling, and data-driven decision-making to streamline operations and enhance creative output. A fast-learning self-starter with an entrepreneurial spirit, now channeling 360° production experience into innovative game production environments.

### CORE COMPETENCIES

**Technical Skills:** Google Suite | Adobe Creative Suite (Premiere Pro, After Effects, Photoshop) | Digital Asset Management (DAM) Systems | AI Tools for Creative Production (Adobe Firefly, Runway, MidJourney) | Project Management Tools (Trello, Jira, Confluence) | Data Analysis & KPI Tracking | Microsoft Programs

**Transferrable Skills:** Project Management | Workflow Optimization | 3D Production Pipelines | Cross-Functional Team Collaboration | Budget Management | Vendor Negotiation | Creative Storytelling | Immersive Content Production | Agile Production Methodologies | Digital Content Production | Process Improvement | Data-Driven Decision-Making | Production Operations | Strategic Planning | Resource Allocation | Client Relationship Management | Team Leadership | Technology Integration | Scalable Production Systems | Risk Management | Adaptive Problem Solving | Interactive Media | Immersive Content Production

### PROFESSIONAL EXPERIENCE

#### PRODUCER

Jul 2022 – Current

##### **Omnicom Production/Alma DDB, Miami, FL**

*Produce and deliver high-impact, multimillion-dollar campaigns for global clients, including Google, McDonald's, and QuickBooks, by managing budgets, orchestrating asset delivery across diverse teams, and ensuring timely, on-budget results.*

- Lead creative and production initiatives from concept through post-production by directing development processes, preemptively mitigating challenges, and reinforcing client partnerships to drive strategic outcomes.
- Foster dynamic collaboration among creatives teams, illustrators, animators, and external production partners by refining workflows, optimizing cross-functional communication, and elevating overall campaign quality.
- Develop and implement innovative operational frameworks for large-scale projects by defining scopes, establishing client dynamics, and engineering custom asset management systems—such as a 500+ deliverable tracker for QuickBooks and concurrent timeline management for Kroger.
- Produce immersive, award-winning campaigns such as "Change the Ref" by integrating storytelling with precise production execution, resulting in many international accolades, including multiple Cannes Lions and Effie Awards.
- Serve as the lead producer for digital-focused initiatives and new client integrations by establishing streamlined internal processes that align account services, creative teams, and production operations for seamless execution.
- Oversee the QuickBooks yearly social campaign by devising robust tracking systems and collaborative workflows to manage over 500 diverse assets across seven cities under constrained budgets, ensuring tailored content delivery for multiple platforms.

#### PRODUCER

Sept 2019 – Jun 2022

##### **Telemundo NCB Universal, Miami, FL**

*Established and implemented standardized KPIs and workflow processes across creative, production, and post-production departments by developing business cases and integrating tools such as Final Draft, ScriptE, and Scriptation, which reduced production bottlenecks and improved turnaround times by 15%.*

- Conceived and developed a strategic business unit to propose LatinX Digital Studios by developing a business case and pitch that enriched digital asset offerings and expanded the company's reach into emerging markets for bicultural scripted content.
- Produced high-budget scripted content exceeding \$25 million by directing a team of over 180 professionals, consistently meeting production goals, and delivering high-quality outputs under strict deadlines.
- Served as the central liaison coordinating cross-functional collaboration among Creative Development, Production, Post Production, Casting, Art, Press, Marketing, Business, and Legal teams, thereby streamlining communications.
- Implemented comprehensive data-driven reporting frameworks that provided real-time insights and accurate budget forecasting, which improved production alignment with executive goals through detailed weekly status updates.
- Earned selection for the TGS Fellowship Executive Producer Training by collaborating with over 50 industry leaders and gaining hands-on experience in end-to-end creative workflows and production process.
- Contributed extensively to the development process by engaging in script writing, talent approval, and creative decision-making, which complemented existing production expertise and elevated overall project outcomes.
- Managed multifaceted associate production responsibilities by coordinating booking, scheduling, and daily reporting while supervising SAG talent compliance and organizing shooting schedules for crews with 60 to 180 members.
- Led a task force for Telemundo Studios by assembling and leading a dedicated team to create a comprehensive business case for the metaverse an9d NFT brand exploration and strategic presence.

## BRAND MANAGER/CO-FOUNDER

May 2018 – Jul 2019

### Influentri Agency & Plaz Media, Miami, FL

*Forged a strategic partnership with Universal Music Group by producing and overseeing creative content for high-impact campaigns, including the "Estan Pa Mi" (J Cortez ft. J Balvin) promotional campaign that elevated brand visibility.*

- Directed scalable promotional content by implementing data-driven metrics that improved ad efficiency by 20% for artist Dellacosta's debut, achieving 125k views weekly.
- Managed cross-disciplinary teams by defining scopes, budgets, and schedules, hiring key crew members, streamlining project workflows, and consistently meeting production deadlines.
- Established and maintained robust relationships with clients and vendors, securing ongoing collaborations contributing to sustained agency growth.
- Co-founded and led brand strategy and creative direction initiatives, driving innovative campaign development that positioned the agency as relevance in the competitive Miami market.

## PRODUCER/BRAND MANAGER

Sept 2017 – Apr 2018

### Cinema Ent/Social Hive Agency, Miami, FL

*Produced over 20 high-caliber music videos for renowned artists, including Justin Quiles, Zion y Lennox, Farruko, and Daniel Sky, elevating brand exposure and creative standards across projects.*

- Developed strategic partnerships with Warner Music A&R and marketing teams by planning and executing scalable promotional campaigns for artists like Justin Quiles, Dimelo Flow, and Dalex to enhance market positioning.
- Optimized production workflows and promotional content by productivity tools like Basecamp, Monday, Mailchimp, and pixel tracking software, achieving a 25% increase in social platform engagement as a key performance outcome.
- Managed comprehensive studio operations for Rich Music LTD by coordinating production schedules, studio resources, budgets, logistics, and pre-production planning while supervising a multidisciplinary team.
- Established and streamlined collaborative processes between artist managers and marketing teams to synchronize creative production with digital strategy and enhance online brand presence.
- Directed end-to-end creative production and marketing strategies by ideating, producing, and executing compelling content that met tight deadlines and aligned with evolving brand objectives.

## PRODUCTION PLANNER/COORDINATOR

Jan 2017 – Jul 2017

### Left Down South, Miami, FL

*Streamlined production planning processes that consistently boosted efficiency by 10% and ensured on-time delivery across diverse projects.*

- Produced and planned commercial and promotional shoots for Airbnb and Veza Sur by overseeing logistics and production scheduling to meet tight deadlines, resulting in a 10% increase in overall production efficiency.
- Coordinated post-production workflows and reshoots for the movie "American Lions" by aligning team efforts and ensuring adherence to revised creative vision and delivery schedules.
- Managed live event production coordination for high-profile events during Art Basel by supporting event setups, guest list management, art sales, and shipment logistics for industry-leading clients.
- Executed production coordination for live music events, including Home Bass Orlando during EDC Week and Miami Music Week for Brownies & Lemonade, featuring Skrillex, ensuring seamless event operations and audience satisfaction.

## BRAND MANAGER/CO-FOUNDER

Jun 2016 – Apr 2017

### Dotts Media, Miami, FL

*Spearheaded branding strategies that propelled emerging artists into prominent market positions, achieving viral success and notable cross-industry collaborations.*

- Built production and promotional infrastructures that successfully launched the careers of Visual Artist Cooper and Musical Artist Para Doc by establishing efficient internal systems and creative strategies.
- Developed strategic branding partnerships by aligning Visual Artist Cooper with EDM artists Whethan and Oliver Tree, enhancing cross-promotional opportunities and market visibility.
- Strategized and coordinated the release of Para Doc's single "Tuesday Feels" by leveraging data-driven insights to secure top-tier playlist placements and viral traction on platforms such as Hypem and Spotify.
- Managed end-to-end business operations in a two-person startup by overseeing networking, crew hiring, budget allocation, and project scheduling to support innovative brand development initiatives.

## BRAND MANAGER

Jan 2016 – Jun 2016

### Rich Music LTD, Miami, FL

*Orchestrated a multifaceted promotional strategy that propelled Justin Quiles to number one on iTunes while streamlining global tour logistics through innovative technology integration.*

- Established strategic vision and objectives by producing high-impact promotional campaigns for Justin Quiles' albums "JQ Miliano" and "La Promesa," which peaked at number one on iTunes.
- Enhanced cross-functional collaboration by implementing technological solutions such as Airtable and Artistgrowth to optimize workflows and streamline global tour logistics.
- Managed multifaceted day-to-day operations in a startup environment by coordinating live events, travel arrangements, artist rider negotiations, and international fan club activations.
- Oversaw comprehensive administrative tasks, including payroll, bookkeeping, scheduling studio recordings, and producing digital content and in-house music videos to drive brand engagement and tour promotion.

## EDUCATION & COURSEWORK

Master's Degree in Digital Communication and New Technologies, Abat Oliba CE University	2022
Bachelor's Degree in Entertainment Business, Full Sail University	2016
Associate's Degree in Film Production Technology, Miami Dade College	2015
Digital Certificate CS50's Introduction to Computer Science Certificate, HarvardX	Present
Digital Certificate Data Science, IMMUNE Technology Institute	2022
Digital Certificate NLP beginners and NLP Sales, Persuasion & Influence, Udem	2019
In-person Certificate: Leadership Program - 6 Months, Gratitude Training	2018

## PROJECTS

### Producer

Tobacco-Free Florida - The Facts Now 2025/2026 Website redesign  
 Girl Scouts of USA - Brand, Cookies, and Membership 2026 Campaigns  
 McDonald's - Hot Honey HCM Campaign 2025  
 Amazon Primero Latino - Hispanic Heritage Month NYC Activation 2025 (Activation)  
 McDonald's - McDonaldland HCM Campaign 2025  
 EUC- Flex Alerts 2024 and 2025 (360 Campaigns)  
 Kroger - Hispanic Market Christmas campaign 2024 (Animation/Illustration)  
 McDonald's - Chicken Big Mac + Sabor HCM Campaign 2024  
 McDonald's - Sweet Treat HCM Campaign 2024  
 Quickbooks - QBM 2023 & QBO Campaign 2024  
 Coors Light Premier League Campaign 2023  
 Eli Lilly - Zepbound IFU Campaign 2023  
 Wells Fargo - Hispanic Heritage Month Campaign 2023 (Animation/Illustration)  
 McDonald's - Pica o no Pica HCM Campaign 2023  
 Change the Ref - Ballots Against Bullets: Survivors Campaign 2022  
 Riviana - Unfollow la Receta Social Campaign 2022 (Animation/Illustration)  
 La Mujer de Mi Vida - Telemundo TV Series (2021-2022), Executive Producer Miguel Varoni  
 La Suerte de Loli - Telemundo TV Series (2020-2021) Executive Producer Karen Barroeta  
 100 Días para Enamorarnos - Telemundo TV Series (2019-2020) Executive Producer Miguel Varoni  
 Marcos Santana's Brandon - Tartikoff Award Video (2019) Executive Producer Olimpia del Boccio.  
 Isairis - Quierete (2018 Music Video) - Director Vomba  
 Joa Coper - Llévame Contigo (2018 Music Video) - Director Vomba  
 Justin Quiles - No Quiero Amarte ft. Zion & Lennox (2018 Music Video) \*Director William Graydon  
 Justin Quiles - Pendiente de Usted (2018 Music Video)  
 Justin Quiles - Monstruo (2018 Music Video)  
 Dalex - Yo No Sé (2018 Music Video)  
 Naomi V - Despidiendo (2018 Music Video)  
 Naomi V - Me Antojé (2018 Music Video)  
 Daniel Sky, Baby Ariel - Say it (2018 Music Video)  
 Justin Quiles - Unplugged (Orgullo, Esta Noche, Nos Envidian,  
 Dos Locos, Sin Tu Amor) - (2018 Acoustic Music Video)  
 Dimelo Flow - Envidiosos - Farruko, Bryant Myers, Justin Quiles  
 Dalex - Kelmitt (2018 Music Video)  
 Nyno Vargas - Dónde estás? (feat. Justin Quiles) (2018 Music Video)  
 Justin Quiles - Crecía ft. Bad Bunny & Almighty (2017 Music Video)  
 Justin Quiles - Cuestión de Tiempo ft. Jory Boy (2017 Music Video)  
 Justin Quiles - Egoísta (2017 Music Video)  
 Dimelo Flow - In The Morning ft. J Quiles y Fuego (2017 Music Video)  
 Naomi V. - Nada que temer ft. Justin Quiles (2017 Music Video)  
 Justin Quiles - Ella Baila ft. Messiah (Remix) (2016 Music Video)  
 Justin Quiles - Original Me Salió (2016 Music Video)  
 Justin Quiles - Lo Perdona (2016 Music Video)

### Production Coordinator

Sombras TV Series Pilot (2018) - Producer Marco Valdez  
 Fuego ft. A Chal - Dancing (2018 Music Video) - Producer Ken Rodriguez  
 Amino Vital (2017 TV Commercial) - Producer Peter Ebanks  
 Justin Quiles - Si El Mundo Se Acabara (2016 Music Video Producer Peter Ebanks)

### Production Assistant

NAPTE 2020 TELEMUNDO'S EVENT - Producer Olimpia del Boccio  
 ION TV - RECURRENT COMMERCIAL SHOOTS (2018 - 2019) - Producer Steph Lovell Karol G, Kevin Roldan  
 Eres Mi Todo (2017 Music Video) - Director Jose Sagaro  
 Dangerous Lessons (2015 Lifetime TV Movie) - Producer Jacobo Rispa

### Pos-Production Coordinator

Alma DDB - Omnicom Production Projects  
 Bancoco Documentary (2023) - Producer Brad King  
 La Mujer de Mi Vida - Telemundo TV Series (2020-2021) - Executive Producer Miguel Varoni  
 La Suerte de Loli - Telemundo TV Series (2020-2021) - Executive Producer Karen Barroeta  
 100 D.as para Enamorarnos Telemundo TV Series (2019-2020) - Executive Producer Miguel Varoni  
 American Lions (2018 Movie) - Producer Peter Ebanks