

Morella Nuñez de Caceres

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Objective

To perform a role that leverages my diverse experience in many areas of marketing and advertising, especially in production of content, photography, broadcast, events, shows, long formats, documentaries, and digital. Extremely effective at managing teams of all sizes and all around the world. Strong leader, strategic, and visionary that is used to work with little resources, in extremely fast pace environments, and able to overcome challenges of all kinds. Recognized for a high work ethic and for meeting very aggressive deadlines, always fulfilling the partner and/or team's expectations, thanks to the implementation of creative, innovative, and trendy ways to communicate to all the fans, or fans to be about the brand's value proposition. Her prior financial background, gives her 360° understanding of business ramifications, analytics needs, and results driven expectations, including the pursuit of the best ROI for the partner and/or company at all times.

Experience

Director of Content Strategy & Partner – Virtually Present, LLC

03/2015 – present

Boutique Digital Marketing Agency. The role revolves from the content strategy, creative direction, and operations of the agency.

- Supervision and management of the creative team.
- Digital Marketing Content strategy consultation for start ups, and major brands such as Matel, Universal Music (UME), Semilla.
- Co-work with partners in business development, new business strategy and opportunities.
- Liaison between the development team and the creative team, based on the business requirements of the project.
- Content generation and production for IOS/Android Apps, social media, websites, and web applications.
- Manage budget for content production, per client.

CEO and President – Tan Tan

03/2014 – present

Tan Tan offers creative and production solutions to small to large clients, globally.

- Creative and production services.
- Design and selection of the right assets and teams for each client.
- Train production and marketing team within corporate to understand the new trends in the field.
- Talent management and music licensing contracts consulting.

Tan Tan Projects:

The 2014 World Cup Soccer Campaign for Tylenol and Zyrtec, talent management of La Mala Suerte for AllState, and production consulting for Ripley's retail stores Jean's Summer 2014 campaign in South America.

Content Production Department Director – Zumba Fitness**10/2010- 03/2014**

Extremely fast pace environment, in constant change, and low budget development culture:

- Responsible for the strategy, planning and execution of content for 2011 – 2014.
- Oversaw the growth of content production from ~60 local to more than 400 global videos per year,.
 - Led project to expand the server, and storage platform to accommodate the media files. From a regular hard drive system of storage and archive, to a full dedicated server with AMS for categorization, tagging, and metadata logs, and a LTO Back up to tape, to design a more efficient workflow and protection of the media assets.
 - Supervision of video conceptualization, production, and postproduction workflows leading in-house teams, and outsourced allies depending on project, such as Zumba Incredible Results DVD set, and Infomercial nominated for best Infomercial of the year 2014.
 - Liaison between the stakeholders: Operations, Legal, Marketing, Brand Managers, PR, Social Media and/or Digital Marketing Directors, among others.
 - In charge of building relationships with artists or partners such as Kellogg's, for the summer and winter inbox promotional DVDs 2013, Don Omar's Zumba campaign 2013, Party in Pink Fitness Concert in London, and PSA Campaign with Wyclef, and Jordin Sparks in 2012, the Degree – Zumba Fitness Concert Live streamed in 2011.
 - Responsible for forecast and administration of the department's budget (\$4+ MM per year.)
 - Content projects included educational, live streamed, digital/viral, informational and promotional content.
 - Developed assets such as: Music, PSA and B2B videos.

Executive Producer – Letca Films**05/2010- 10/2010**

- Post - production and release of the movie Sin Ella.
- Relationship with agencies and clients like Alma DDB, Bravo Communications, Lopez Negrete, McDonalds, Colgate, Samsung, etc, to bid and execute productions of commercials and content.

Business Development LATAM :: Head of Production Department WW – DLB Group**01/2009- 05/2010**

- Startup, coordination and supervision of the operation and businesses between offices in the network (Spain, Miami, Mexico, Panama, Colombia, Venezuela, Ecuador, Peru and Chile).
- Supervision, and production of all the broadcast, BTL and online jobs for clients like Samsung, Farmatodo, Hasbro, BAT, HBO Latino, MasterCard LATAM.

Broadcasting Producer :: Business Manager – Saatchi & Saatchi / Conill 10/2004 – 12/2008

- TV and radio productions, photomatics, animations, Q & R, re-edits and adaptations.
- Production-Business affairs' management, production coordination, supervision of the production's teams based in Argentina, Mexico and Miami, for LATAM and USHM clients like P & G, Lexus, CVS, Metlife, McNeil, J & J Merk, and Sony Ericsson.
- Production-Business affairs' management, and production of broadcast projects for the same brands.

Education

- Summit - The Future of Video :: Videonomics, Orlando, FL. 04/2013
- NAB Show - Where Content Comes to Life :: NAB, Las Vegas, NV. 04/2010
- Seminar - Talent Roles, Fees, and Contracts I, and II :: Talent Partners, NYC, NYC. 06/2005, 06/2007
- Business Administration - Management & Marketing :: Finance & Banking :: Universidad Metropolitana, Caracas, Venezuela. 10/1995 – 07/1999

Skills

English, and Spanish. MS Office, Central Desktop, AtTask, AdCost, Margariteville, Netsuite.