



BODNAR SIERRA

FILMMAKER
PHOTOGRAPHER

ABOUT

Audiovisual director and photographer with more than 10 years of experience in filmmaking, creative direction, digital marketing, on-live events design and production as well as content creation, achieving impacts of more than 40M users in digital channels. Experience of 14 years in acting for theater and film.

HARD SKILLS

Photography
Filmmaking
Production
Logistics
Equipment Management
Budgets
Set protocols
Audiovisual equipment management
Movie Magic
Adobe Premiere

CONTACT

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SOCIAL

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CAREER OBJECTIVE

After 7 years of working in corporate workspaces focused on marketing and content creation and having obtained the knowledge, processes and experiences necessary to strengthen and expand the scope of audiovisual work, I am determined to apply and share my experience on film sets, advertising and film productions to create impactful content that transcend in the creative environment.

WORK EXPERIENCE

Factorial

MEDIA MANAGER LATAM / MAR - JUN 2022

- Production of new formats for YouTube. Content strategy for brand awareness. PR agency discovery with the objective of positioning Factorial as the leading HR SaaS in the region.

Niños de Ahora

HEAD OF CONTENT PRODUCTION / 2018 - 2020

- Conceptualization and creation of communication and product strategy. Assignment of technical and human resources per project. Follow-up and supervision of the creative forces involved in pre-production, production and post-production of content in digital channels obtaining results such as: increased retention rate of +5.4% in 2-minute video publications and revenue growth of 77% in 2020 compared to 2019.

AUDIOVISUAL MANAGER / 2016 - 2018

- Creation, professionalization and management of the audiovisual team. Definition of processes and workflows for the creation of organic and paid content, script writing, direction proposals, D.O.P. and production, leading the company to achieve its first 1MDD launch, consolidating it as a leader in the parenting niche with +4 million followers.

Freelance

FILMMAKING AND PRODUCTION SERVICES / 2012 - 2016

- Art Production Coordinator in the film "Gallows Hill" for RCN Cine & Ennovva and With Bowery Hills Entertainment.
- Experience on set in +15 advertising pieces for brands such as Coca-Cola, Diageo, Alpina, among others, as assistant director and production assistant.
- General producer of five commercials for the national transit agency, for RTVC.
- Production of institutional videos for the Italian Embassy in Colombia.

EDUCATION

Black María Escuela de Cine

Técnico en Realización Cinematográfica / 2009 - 2012, Colombia.

Universidad de Guadalajara

Diplomado en producción cinematográfica / 2014, México