

# Camila Mendoza Lane

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## Areas of Proficiency

- Project Management
- Brand Development & Integration
- Team management
- Video Production
- Integrated Marketing Production
- Vendor Management and Research
- Communication Strategies
- Content Development
- Social Media Campaigns

## Relevant Experience

### **AIDENTIFIED - Financial Services startup**

**Remote**

#### **Sr. Project Manager/Producer (Full Time)**

**Jul 2024 - Jan 2025**

- Found and vetted local and international vendors to produce websites, email campaigns, landing pages, social media ads, explainer videos, and video spots, among other materials.
- Produced print video and digital assets for brand and sales campaigns.
- Spearheaded internal and external partners and investors relations to fulfill the production of sales and marketing materials for internal and external use.
- Managed the relationship with external collaborators (PR agency, MKT ops) to ensure success in planning and implementation.

### **CONSORTIUM 9 - Entertainment and Gaming startup**

**Remote, CA**

#### **Sr. Project Manager/Producer (Contract)**

**Feb 2023 - Nov 2023**

- In charge of kicking off, planning, executing, and reporting on all marketing and story-related projects spanning video series, social media assets, email campaigns, and websites.
- Developed and managed internal relationships with highly creative team members cross-departmentally to ensure all projects were developed and delivered within scope and on time.
- Managed external vendors and partnerships.

### **ILLUMINATOR - Digital Advertising Agency**

**Remote, CA**

#### **Project Manager/Producer**

**Aug 2022- Feb 2023**

- Orchestrated production process to align internal teams & external agencies by establishing clear-cut delivery timelines & sequence charts, increasing the efficiency of resources by 30%.
- Developed tailor-made solutions to improve customer service & ease workflow, resulting in 100+ hours of staff time-savings over 6 months.
- Served as point of contact for external and internal teams throughout the implementation process, mitigating potential risks through proactive change management and impacting project success rate of 95%.

**NARRATIVE ADS - Digital Advertising Agency**  
**Project Manager/Associated producer**

**Los Angeles, CA**  
**Sep 2020- Dec 2021**

- Produced an average of 20 + client video ads weekly from pre- to post-production for client budgets of \$1M+.
- Led and mentored a team of 10+ members to produce short-form content for TikTok, Instagram, Facebook & YouTube with data-driven insights (A/B testing, Facebook Ads Manager, etc.).
- Successfully budgeted, planned, and executed bi-weekly A/V productions for 5+ simultaneous clients like Stich Fix, Ruggable, Parade, and Prose. Dealing with external vendors when necessary.
- Established cross-departmental relationships in a collaborative effort to negotiate pipeline timelines, resources, and scopes to secure goal achievement in advertising campaigns.
- Spearheaded the design and planning of the Project Management program to improve the workflow using available project management tools.

**SÍ SEÑOR - Digital Marketing Agency Startup**  
**Chief Communications Officer**

**Bogota, Colombia**  
**Nov 2018 - Jun 2019**

- Revamped and implemented the company's key internal and external communication initiatives, deadlines, and strategies for international Startup operations with aggregate revenues exceeding \$4 million yearly across North, Central, and South American territories.
- Collaborated with client relations team making recommendations to effectively execute Inbound marketing techniques to navigate customers to products and services via branded content, social media, and search engine optimization.
- Guided CEO & founder in generating and distributing company digital content across all traditional and new media platforms.

**SELINA - International Hospitality Startup**  
**Global Opinion Leader Strategist (Promoted)**

**Remote**  
**Apr 2018- Oct 2018**

- Defined and oversaw the allocation of brand promotional digital influencer marketing company's budget of \$500K or higher across North America, Latin America & EMEA to achieve business objectives.
- Organized and executed Selina International Music Summit; served as Spokesperson and liaison between international agencies and participating companies, including Variety, The Guardian, Tomorrowland, Lollapalooza Music Festivals, and Paradigm talent agency.
- Spearheaded the development and implementation of strategic brand and community influencer interaction, recruitment, and activation guidelines in partnership with relevant executive stakeholders.
- Trained and supervised in-field team operations for critical functions related to influencer campaign execution.

**SELINA - International Hospitality Startup**  
**Public Relations Specialist**

**Remote**  
**Jul 2017 – Apr 2018**

- Aligned business development executives with 10 local agencies to design pre-opening and brand expansion tactics for 20-plus hotels in North American and Latin American territories.

- Directed local marketing department members to successfully localize and apply brand messages to marketing and communications assets.
- Guided media promotional strategy targeting end consumers and local communities for 10 hotels opened in emerging markets in collaboration with external agencies.
- Designed and implemented internal and external communication tools such as Communications Crisis Manual, Negative review guide, Boilerplates, and Spokesperson's guide to ensure cohesive communication in online and offline outlets aligned with legal guidelines.

**NOISE PRESS - Public Relations & Publicity Agency**

**Bogota, Colombia**

**Sr. Account Executive**

**May 2014 – Jul 2017**

- Provided essential public relations and publicity services to top-tier consumer product and entertainment industries global brands to target audiences on relevant platforms. Key clientele included but was not limited to adidas Originals, Johnnie Walker Red Label, and Fuji Film.
- Interfaced with client Marketing, Brand Marketing departments, and agencies implementing brand-building and engagement actions.
- Generated effective ongoing communication solutions, influencer marketing plans, and publicity proposals for sustaining existing partnerships and growing new clientele.
- Produced necessary written and audio-visual resources to support campaigns localizing global guidelines to ensure market success in partnership with external vendors when necessary.
- Orchestrated live consumer experiences and events with traditional and digital media broadcasts to deliver branded messages to target audiences.

**ARBOL NARANJA - Cultural Marketing Agency**

**Bogota, Colombia**

**Live Stream Producer & Account Executive**

**Jan 2013 – May 2014**

- Negotiated and built digital broadcast alliances with more than 50 public and private entities for Google Colombia.
- Produced, directed, and broadcasted over 300 livestreams for Google Colombia in partnership with the Colombian president's office and other government branches.
- Planned and executed brand experiential marketing activation tactics to increase the awareness of Google+ and its hangouts.

**Education**

**UCLA ENTERTAINMENT STUDIES - EXTENSION PROGRAM**

**Los Angeles, CA**

Certificate in TV and Film Producing

2020

**ESCUELA DE MÚSICA MODERNA AUDIO Y TECNOLOGÍA**

**Bogota, Colombia**

Attended: Modern Musical Training

2011

**PONTIFICIA UNIVERSIDAD JAVERIANA**

**Bogota, Colombia**

Attended: Mass Communications

2006