



LENA-CAMILLE OTALORA

CREATIVE PRODUCER | DIRECTOR | MEDIAMAKER

CONTACT

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- Bay Area, CA | Los Angeles, CA

PROFILE

Dedicated to exploring the capabilities of integrated media in modern day story-telling.

SKILLS

- Smartsheet
- Adobe Creative Suite
- WordPress
- Film & Digital Photography
- Editorial Writing
- Technical Writing
- Akta
- Frame.io
- Monday.com
- Asana
- Keynote
- Audacity
- ProTools basics
- Google Workspaces
- Video Production
- Television Production
- Project Management
- Scheduling, Budgeting
- Marketing Strategy
- Final Cut Pro
- Directing
- Art Direction
- Social News Desk
- Youtube, Vimeo
- Figma
- Canva
- Avid
- Microsoft Office Suite

EXPERIENCE

IMAGINE LEARNING STUDIOS | PETALUMA, CA

Media Producer | 2021 - Present

- Produces innovative educational media for middle school, high school, and K-5 students in various courses, focusing on products “Traverse” (Social Studies) and “StudySync” (English).
- Oversees live action, animated, and 3D media from pre to post production.
- Collaborates with in-house creative team to see that our media meets our standards and needs.
- Leads casting for media, collaborating with various talent agencies.
- Oversees the Voice Over team, with two direct reports.
- Interfaces and leads communication with academic designer, operative, and digital content teams, as well as third party vendors and on set contractors.
- Develops workflows and set schedules. Creates and Distributes call sheets.
- Oversaw the production of 200+ media episodes over the span of 2 years.

BLACK BOSTON | BOSTON, MA

Director of Marketing & Communications | 2020 - 2021

Lead Writer | 2020

- Wrote and edited copy and editorial pieces as Lead Writer.
- Promoted from Lead Writer to Director in December 2020.
- Oversaw all of Black Boston’s media accounts; pitched and managed media campaigns.
- Oversaw creation of creative deliverables.
- Aligned all of the organization’s outward-facing communication.
- Developed the organization’s branding with Lead Art Director.
- Managed all MarComm projects and team of 6 as Director.

BOSTON UNIVERSITY SCHOOL OF LAW | BOSTON, MA

Editorial and Marketing Assistant | 2019 - 2020

- Developed, captured, and edited video, photo, and editorial content.
- Supported management of BU School of Law’s website and social media platforms.
- Conducted data management and metadata tagging with Adobe Bridge.

BLACK LOUNGE FILM SERIES | MIAMI, FL

Program Coordinator | 2018

- Brought the best of global Black diasporic independent films to Miami.
- Facilitated partnerships with organizations, sponsors, and distributors.
- Wrote copy; produced and edited marketing and editorial materials.
- Coordinated screenings and events featuring filmmakers such as Andrew Dosunmu and Terence Nance.

EDUCATION

Boston University

Bachelor of Science in Film and TV Production
College of Communications

- Graduated Cum Laude.
- Minor in Comparative Literature.