

# Elena Cruz

## CREATIVE PRODUCER

415.235.5641



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465 Roberts Road  
Pacifica, CA 94044



[elenacruz.me](http://elenacruz.me)



## PROFESSIONAL PROFILE

- 15+ years experience producing and writing media content across digital and broadcast platforms
- Award-winning Producer with 75+ hours of credits on networks including Discovery, Animal Planet, National Geographic and Travel Channel
- Proven experience managing creative teams and freelancers to take a story from paper concept to complete visual piece
- Results-driven with an obsession to deliver on-time and on-budget

## SKILLS

Script Writing  
Seasoned Interviewer  
Directing Voiceover Talent  
Schedules/Budgets  
Collaborative + Flexible  
Creative Problem Solver  
Final Cut Pro Editor

## EXPERIENCE

Supervising Producer | Showrunner  
Indigo Films (2016-2020)

Supervised team of researchers, writers and editors to deliver ten one-hour episodes for Animal Planet's award-winning series, [Amanda to the Rescue](#) and Investigation Discovery's true-crime series, *Wives with Knives*

- Ran all aspects of production including research, story selection, client communication, creative direction, casting, scripting, post-supervision, graphics and delivery
- Creative lead for all social media promo content and digital web series, [Amanda to the Rescue: Where are they Now?](#)

Audio Producer  
Fitbit (June-December 2017)

- Produced and scripted 20+ audio workouts for the launch of Fitbit Coach, a guided and dynamic workout app
- Collaborated with certified fitness trainers, supervised scripting sessions and directed voiceover talent to deliver customized workout experience

## EDUCATION

MASTER'S DEGREE  
Broadcast Electronic  
Communication Arts (BECA)  
San Francisco State  
University

BACHELOR OF ARTS  
American Studies  
Tufts University

Producer | Writer | Story Producer  
Indigo Films, Hoff Productions, Jupiter Entertainment (2004-2019)

- Conducted field interviews with numerous subjects including death row inmates, historians, anglers, corporate executives, psychic mediums, UFO witnesses, police officers and other experts
- Conceptualized show outlines and wrote narration for one-hour scripts
- Created and managed show schedules and budgets including negotiation of licensing rights, IC agreements, location permits and other production fees
- Crafted stringouts for editors on Avid Media Composer
- Link to full credit list [here](#)

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## EXPERIENCE continued

Project Manager | Producer  
Mana Productions (2007-2009)

- Documented a one-year journey of experiential learning and workshops for executives at Christus Health, a major healthcare provider; Recorded 110 speakers in 7 cities around the world and produced a series of internal videos that highlighted their experience
- Produced and scripted digital videos for various clients including animated explainer videos for bluekiwi, a social business platform

Freelance Producer

Camp Creative, Picturehouse Creative (2008-2017)

- Project managed large-scale marketing videos and created client budgets for Microsoft, Google and Cisco
- Assistant Director on large-scale shoots for Rodan+Fields and Coolsculpting
- Pro Bono Projects include producing and editing digital videos for The Future Leaders Institute, a Bay Area non-profit dedicated to empowering youth to create social change, and the United For Obama YouTube Channel

Event Producer

48 Hour Film Project (2008-2009)

- Organized the 2008 & 2009 San Francisco 48 Hour Film Project ([www.48hourfilm.com](http://www.48hourfilm.com)), an international film festival held in 70 cities each year
- Recruited filmmakers, secured venues, managed event staff
- Designed digital marketing and advertising campaigns to promote event; created and managed Facebook page

Senior Account Executive

Schwartz MSL (1999-2003)

- Implemented comprehensive, results-driven public relations programs for emerging high-tech companies
- Led teams and clients in developing story ideas and media plans; drafted press releases
- Pitched news announcements, VNRs and broll packages to target media and broadcast outlets