

# ALEXANDRA HENRY

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Multilingual (Native English, Fluent Spanish & Portuguese) senior producer and filmmaker working with global clients to provide creative direction, project management, social media strategy and capacity building support for a diverse range of short term and ongoing projects in the areas of broadcast, digital, print, and branded content.

## **PEPSI – SENIOR PRODUCER** New York, NY (February 2017-present)

Work directly with global brand teams, strategy leadership, and creatives at Pepsi's in-house content studio to oversee execution and project management of broadcast, film, print, and digital content. Procure external production partners, own & manage budgets, establish schedules and oversee entire duration of project from ideation to pre production through delivery.

Vimeo link [HERE](#).

- MTN DEW GAME FUEL digital & social campaign 2020
- Gatorade branded docuseries 'Cantera 5v5', distributed on broadcast and digital channels including: ESPN LATAM TV, ESPN Play, NBC Universo, Telemundo Sports. Selected for the Los Angeles Latino International Film Festival 2020.
- Brisk Creators Class Presents Hobbs & Shaw 'Can of Whoop Ass'
- Pepsi Black (CHINA) x Alexander Wang 2018 Branded Content Video
- Pepsi x Uncle Drew 'Timeless' 1 x :30 TVC & digital 2018
- Lay's 'StrEats of the World' Global Digital Campaign: Austin / Lisbon / Hong Kong / Mexico City 2017

## **DIGITAS LBI – PRODUCER – FREELANCE**, New York, NY (2015 - 2016)

Worked directly with creative teams to develop production strategies. Produced a series of branded video content for clients like American Express and Traveler's Insurance.

## **FLAG/ BLACK MAGIC – PRODUCER**, New York / São Paulo (February 2014-March 2015)

Oversaw business development for Brazilian media company expanding to the U.S. market via New York City. Held meetings with potential clients, produced live action and animated content projects for TEDGlobal Rio and Samsung.

## **ROCKET TO THE MOON – PRODUCER** São Paulo / Buenos Aires / New York (2012 to 2014)

Oversaw business development and strategy for Argentine photography and film production company through expansion to São Paulo, Brazil and US. Produced film and print projects for Tecate.

## **SMUGGLER – POST PRODUCTION SUPERVISOR/OFFICE MANAGER** New York, NY (March 2008 - November 2010)

Oversaw operations, pre and post production needs at 3-time Cannes Lions' Production Company of the Year. Managed post production budgets and timelines through delivery of commercial television spots, documentaries and film projects. .

## **MARGARITA MIX HOLLYWOOD – BUSINESS DEVELOPMENT** Los Angeles, CA (2007-2008)

Oversaw business development at audio post production company for commercial, gaming, TV and film clients.

## **STREET HEROINES – DIRECTOR** Documentary Film (2012-present) [www.StreetHeroinesFilm.com](http://www.StreetHeroinesFilm.com)

An independent documentary project on the courage and creativity of female graffiti and street artists from around the world. Currently in post production.

- 'Street Heroines: Magrela' distribution on STARZ, November 2019, Official Selection New York World Film Festival 2020
- Feature-length WIP screening Smithsonian American Art Museum, Washington, D.C. November 2019

## **EDUCATION**

International Center of Photography, New York City, Digital Photo I & II, 2010

Occidental College, Los Angeles, CA, B.A., Diplomacy & World Affairs, 2003

The Madeira School, Great Falls, VA, High School Diploma, 2000