

Contact Information- Email: tutivillamayor@gmail.com Phone: 07586434511

Portfolio- <https://www.martinavillamayor.com> Social: [LinkedIn](#), [Instagram](#)

MARTINA VILLAMAYOR

PERFORMANCE DESIGNER, CREATIVE PRODUCER

SUMMARY

Dynamic multidisciplinary designer and producer with experience in content creation, production management, and collaboration. Proven track record of delivering high-impact creative projects and managing large-scale productions. Passionate about contemporary culture and music visualisation.

SKILLS

Soft: Team Communication, Creative Direction, Project Management, Budgeting and Scheduling, Customer Relations, Trend Analysis.

Technical: Videography and Film Editing, Social Media Management, Microsoft, Google and Adobe Suite, Scheduling software.

Languages: English (Fluent, C2), Spanish (Native), French (Intermediate, B2)

EDUCATION

Central Saint Martins, London, UK

BA Performance: Design and Practice: First Class Honours. Production, design, choreography and direction for film and theatre. With a focus on conceptual and image research, and collaboration with multidisciplinary teams. Increased audience numbers through expanding social media presence and event promotion.

Camberwell College of Arts, London, UK

Foundation Diploma in Arts and Design: Distinction. Specialisation for Theatre, Screen and Performance. With a focus on music visualisation and creative development.

Academica, Remote, United States

Dual Diploma: Grade: A. English, US History and Government, Life Management Skills and Photography.

San Martin de Tours, Buenos Aires, Argentina

Baccalaureate in Humanities: Grade: 8.01

EXPERIENCE

Facilitator – Moving Waves, London UK (2024-Present)

- Dance instructor for 4-13 year olds. Fostered relationships with students and parents, enhancing program reputation.
- Planned and coordinated end of year performances, incorporating cultural and artistic references.

Educator – Lululemon, London UK (2024-Present)

- Enhanced customer experience by providing advice on products based on taste and performance, as well as analysing trends to understand audience preferences

Sales Assistant – Petit Bateau, London UK (2022 - 2024)

- Designed and implemented engaging store displays, optimising product placement.
- Assisted with reporting, banking and sales target calculations as well as coordinating inventory management.
- Enhanced customer experience through excellent service.

Summer Instructor and Residential Advisor – EXPLO Wellesley, Massachusetts USA (2023)

- Organised program scheduling and managed event and trip logistics for high-profile educational program.
- Filmmaking and Drawing instructor for 15-17 year-old students. Obtained Student Centred Teaching [certificate](#).
- Provided care, supervision and scheduling for high school students in residential settings.

Design Coordinator – Pointe Black, Bresson Brokers and Glitz Toy Makeup Technology, London UK (2020 - 2021)

- Created compelling visual content, including digital illustrations, video assets and product photography for Instagram, TikTok, Youtube and LinkedIn. Increased social media presence through content aligned with audience insights and visual trends.
- Enhanced brand presence through website design, social media, CRM, and newsletter design and management.

PROJECTS

Wooden Floors, Yellow Walls (2024) - Co-producer, Co-director and videographer for concept album film for music artist Olly Simmons.

Time Will Tell (2024) - Creative, producer, choreographer, set designer, MUA and technician for collaborative performance festival.

A Bell in the Dark and Worldeater (2024) - Sound designer and operator for Plays directed by Olivia Carpenter and Simone Martis.

Unapologetic (2024) - Performer and production assistant for immersive show, part of a commercial dance training company.

In Focus: Perspectives and Dreams (2024) - Producer and curator for screening at CSM showcase, presenting the work of 15 filmmakers.

A Thousand Truths (2023) - Director, videographer and editor for independent documentary.

When a Lamb Runs it Runs Fast (2023) - Sound designer and operator, and set designer for play directed by Pete Brooks.

Refraction (2022) - Director and choreographer for music film commissioned by London Sinfonietta, premiered at Southbank Centre.

Contact Information- Email: tutivillamayor@gmail.com Phone: 07586434511

Portfolio- <https://www.martinavillamayor.com> Social: [LinkedIn](#), [Instagram](#)

Dear Hiring Manager,

As a multidisciplinary visual storyteller with a passion for **music, design and digital culture**, I am thrilled to apply for the Creator Strategy Intern position at Warner Music Group. My experience in **content creation, social media, and production** positions me to contribute to your innovative approach to artist campaigns and audience engagement.

I recently graduated in Performance: Design and Practice from Central Saint Martins, where I explored storytelling through multimedia platforms, combining production design, choreography and film and theatre direction. This training, rooted in **collaboration and creative problem-solving**, has equipped me with the skills to navigate the fast-paced demands of the music industry.

In my roles as a social media coordinator, I managed content for Instagram, TikTok, and YouTube, crafting **trend-driven strategies that enhanced audience engagement** and brand visibility. I also designed functional websites and newsletters, gaining proficiency in **digital tools** and cultivating an adaptable approach to creative challenges. My technical expertise in **videography, editing, and analytics** aligns closely with the demands of the Creator Strategy Intern role.

Beyond technical expertise, my experience teaching filmmaking and dance has enhanced my ability to **communicate ideas effectively and adapt to diverse audiences**. I have also **managed large-scale productions and events** both inside and outside theatre settings.

I thrive in collaborative spaces and am eager to contribute to the label's creative projects, working alongside talented artists and practitioners. Having previously applied to Warner Music Group, I am determined to contribute to a company that continually shapes cultural conversations through **innovation, community and audience connection**. My portfolio ([martinavillamayor.com](https://www.martinavillamayor.com)) reflects my passion for creating **rhythm-driven visuals** and content inspired by culture, music, and movement.

Thank you for considering my application. I look forward to the opportunity to discuss how my skills and experience align with Warner Music Group's creative vision.

Yours Faithfully,

Martina Villamayor

Email: tutivillamayor@gmail.com | Phone: 07586434511

Portfolio: [martinavillamayor.com](https://www.martinavillamayor.com)