

# NATASHA ARCNIEGA

## MUSIC VIDEO DIRECTOR & CREATIVE PRODUCER

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<http://produced-this.tumblr.com/>  
[natasha.produce.this@gmail.com](mailto:natasha.produce.this@gmail.com)  
@Produced\_This  
+44 07894 446226

### Employment History

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#### Roar House (London/Manchester)

2017 – Present

- **Artist Management: Ali Horn, The Elephant Trees, re:tract**
  - Artist Development
  - Brand Management
  - Tour Management
  - Liaising with business managers / Label managers to strategise budget and growth
- **Content Production**
  - Creating campaigns for releases and social growth
  - Curation of content including large scale events (Boyce Avenue live at The Royal Albert Hall)
  - Brand development and creative development
  - Social media content strategy in line with larger plans
  - Music Video Director
- **YouTube and Social Media Optimisation:**
  - Daily optimization and maintenance of YouTube channels including Hannah Trigwell (536K subscribers) and Boyce Avenue (13.4M subscribers)
  - Management across all social media channels (clients socials amount to over Facebook [3 million], Instagram [400K], Twitter [450K]) and optimising growth across these

#### Studio 6 Life - Havas, Manchester, Creative Producer / Director (Freelance)

2019 - Present

- **Video Production:** Working with the wider agencies within Havas, UK to produce healthcare communication films focusing on creative development, brand awareness and management of crews across UK and Europe.

#### Senior Producer / Director & Film Relationship Manager (Leeds / London)

2014 – 2017

- **Management:** Delegating to assistants and the wider film team, dealing with clients, CEOs, CFOs and marketing teams to deliver campaigns and social strategies on time and on budget
- **Video Production:** Senior producer and Director creating immersive creative campaigns online and large-scale events. Deep understanding of the brand was required and close relationship with the marketing managers to ensure content was fit for purpose and resulted in effective communication or social growth / CTA
- **Brand Awareness:** As Film relationship manager, I was the face of the film team, representing my department at all client meetings, bringing the campaigns to life alongside the business strategy team. Winning numerous larger contracts and film budgets over 50,000 GBP and winning awards for our output

-**Corporate, Internal Comms, New Business / Creative Pitch Films:** (Credits: EDF Energy, BMW Group, TSB, McKinsey)

#### Teaching Assistant / Lecturer (Leeds)

2012 – 2014

Institute of Communications Studies, Faculty of Performance, Visual arts and Communications – Cinema and Photography & Professional Practice

- **Presentation:** Curating and presenting weekly lectures and seminars teaching professional practice to 2<sup>nd</sup> Year students

## Hear Me Roar Productions: Co-Founder (Leeds)

2009 – 2015

- **Artists Management:** Management of independent musicians, notably [@HannahTrigwell](#) and [@Re:Tract](#), growing their fan base by optimising their presence multiple digital platforms. Developing strategy and campaign assets for releases. Sole management of her YouTube channel and socials. Growing her channel from 500 subscribers to over 500,000. Partnering with London based MCP and monetising channel growth.

- **Video Production:** Personally produced video, including shoot scheduling, concept generation, direction, video shoots, video editing, pre-production and post-production, resulting in over 1 million views on multiple videos

- **Business Development:** Built an independent production/management company leading to projects with world renowned musicians and YouTube channels with millions of views. Signing Hannah Trigwell to 3 Peace Records (Boyce Avenues label) in 2011 securing a 100,000 GBP advance and sustaining Hannah Trigwell in her career growth.

- **Show Production:** Tour managed 16 Date European Tour, promoted and ran many shows throughout the UK.

## Mezzo Group Founder (Leeds), Producer / Director & Development Co-Coordinator

2007 – 2011

- **Video Production:** Produced video campaigns in line with client media spend & brand launches including online promos, music videos and National Television adverts, working in partnership with marketing team / strategy team and business managers

- **Management:** Effectively managed a team of videographers, video editors and assistants, growing the client budgets / spend by 40%

- **Business Development:** Grew film budgets and successfully won, pitched for work / commissions.

- **Corporate Films Credits:** IKEA UK, Costcutter, Downtown and EDF Energy

- **Music Video Credits:** Pigeon Detectives, Fightstar, Funeral for a Friend, and BlackHole

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## Education

The University of Leeds BSc (Hons) Cinema & Photography (2:1)

2003 – 2007

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## Skills

### Software

- Google Analytics, Microsoft Office, Adobe Premier, Adobe After Effects, Adobe Photoshop, Adobe Lightroom, Adobe Illustrator, InDesign, Final Cut Pro, WordPress, JavaScript, HTML.

### Additional Talents

- Content production, filming and photography (Canon 6D / Sony AS7ii), Creative Development, Creative Direction, Pitching

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## Additional Information

- Awards - SILVER – CANNES CORPORATE 2016 - WE ARE VISTA  
Produced & Co-Directed short film for EDF Energy. Horror film depicting the dangers of carbon monoxide poisoning.

#12 / #17 Televisual Corporate Top 50 award 2017 / 16

Film team at WE ARE VISTA under my creative & development leadership was named in the Top 20 film & video productions

- Reference available upon request.