PROJECT MANAGER

CAROLINA SÁNCHEZ

Project Manager with a solid background as assistant director, and postproduction coordinator in filmmaking and TV. Carolina knows about copywriting, plans/executes projects, and is passionate about teaching. In 2020, she began to explore the marketing world and is having fast growth in the field due to her strong organizational and communication skills, teamwork spirit and disposition for continuous learning.

Barranquilla, Colombia. 1986.

Nacionality: colombian.

+57 314 430 1464

carolinasanchez.ad@gmail.com

LINKEDIN PROFILE

www.carolinasanchezad.com

EDUCATION

2010 — SOCIAL COMMUNICATION AND JOURNALISM

Universidad del Norte (Barranquilla, Colombia)
Bachelor Degree with honors | Silver medal.
Thesis: The traces of silence | Feature film screenplay | Score: 4.5

CERTIFICATIONS

NOV - 2023 — EXECUTIVE PRODUCTION DIPLOMA COURSE
Escuela Nacional de Cine (Bogotá, Colombia)

JAN - 2023 — PERSONAL BRANDING COURSE
Platzi (Educational platform)

MAY - 2019 — ASSISTANT DIRECTOR WORKSHOP
Escuela Nacional de Cine (Bogotá, Colombia)

DIC - 2015 — ASSISTANT DIRECTOR WORKSHOP
Escuela Nacional de Cine (Bogotá, Colombia)

INTERESTS AND HOBBIES

Carolina is curious about how the world works: she loves reading history, popular science, and philosophy. She likes to imagine how the world could be, so she leads a Science Fiction book club called "Invisible Planets."

Besides, Carolina complements her mental training with physical training 4 times a week in the gym, so she can have a surplus of health and energy to serve others.

LANGUAGES

English | Professional

Portuguese | Intermediate

Spanish | Native

SKILLS

Project management

Video and film production

Copywriting

Leadership skills

REFERENCES

GUSTAVO GUIMARAES
Hook + Ladder | CSM
gustavo@hldigital.ca

MARISABEL TORRES
Mood Hunter | Creative manager
marisabel@moodhunter.com.br

ALEJANDRO ANGEL
Armadillo Media | Director
alejandro@armadillomedia.tv

ADELAIDA GUERRERO
Corte Colombiano | Director
aguerrer@uninorte.edu.co

HIGHLIGHTS | MARKETING, FILM AND TV

2025 – 2023

HOOK + LADDER | PROJECT MANAGER

She coordinated a diverse project team (Art, Social, SEO, Web, Email, and Digital Ads) to deliver creative solutions that aligned with Hook's vision, and client needs, ensuring projects were delivered on time, within budget, and to the highest quality standards.

2020

MOOD HUNTER | PROJECT MANAGER/ POST PRODUCTION COORDINATOR

She worked as a creative producer and project manager in promos, campaigns, video cases, reels, documentaries, and social media content production for different brands (Cinemax, E!, Telemundo, Universal TV, SYFY, Twitch, Paramount+, etc).

2019

BOMBA ESTÉREO | CARNAVALERA MUSIC VIDEO | FIELD PRODUCER

She worked and interacted with a high-profile client while pulling off a low-budget video clip in a short timeframe.

2019

KG DISEÑO DE PRODUCCIÓN | 3 COMMERCIALS | PRODUCTION ASSISTANT

Carolina participated in a demanding task: shooting 3 commercials for 2 brands (Mango, Cerveza Águila) in less than 4 days. It required resilience and resistance.

2018

ARMADILLO: NEW MEDIA & FILMS | CHAKERO | ASSISTANT DIRECTOR

Carolina had to coordinate a low-budget short film shot in harsh weather conditions while protecting the artistic component at the same time.

2015

MAYAKARA FILMS | PAREJA DE LEONES | ASSISTANT DIRECTOR

Her main challenge was to avoid the burnout of the two main actors (both children) during a tight shooting.

2014

TEAM TOON STUDIO | PRODUCER

An animation studio has particular requirements and workflows, and Carolina explored them while working in Team toon. A Bonus: being close to the artists expanded her visual references.

2012

UNIVERSIDAD DEL NORTE | CORTE COLOMBIANO | PRODUCER AND FIELD PRODUCER

Carolina was back at her alma mater to work on Corte Colombiano, Season 3 (documentary series). The project got nominated for the India Catalina Award.

2010

UNIVERSIDAD DEL NORTE | FIELD PRODUCER AND ASSISTANT DIRECTOR

Carolina had her first experience as a field producer in Corte Colombiano, Season 2. The project won the India Catalina Award: Colombia's most prestigious Film and TV award. Besides, she had her second project as an assistant director with Cartas de Navegación, an essay film for TV.

HIGHLIGHTS | MARKETING, FILM AND TV

2009 KYMERA STUDIOS | MAQUILLAJE PARA CIEGOS | ASSISTANT DIRECTOR

This short film was Carolina's first experience as an assistant director, and it happened by chance: she received the task a couple of days before the shooting and pulled it off with no previous training.

HIGHLIGHTS | TEACHING

2020 LA ESCUELA AUDIOVISUAL (LEA) | DIRECTOR

LEA was Carolina's education project. Initially, it consisted of talks about filmmaking and screenplay. In 2020, she developed workshops that brought together science fiction, storytelling, and sound with products like this:

2018 **AN IRRELEVANT SPECIES**

2020 FUNDACIÓN CÍRCULO ABIERTO | ENTRE LIBROS | READING PROMOTER

Carolina shared child literature with public school teachers and students. This trained her creativity due to constant activities' ideation and by discovering interesting storytelling techniques and formats.

2018 ESCUELA DISTRITAL DE ARTES (EDA) | TEACHER

The EDA is a public and free artistic education project by Barranquilla's mayoralty. Carolina enrolled as a student: soon, she was invited to teach filmmaking and screenplay.
2014 This enhanced her communication skills to share concepts briefly and effectively.

2016 SOCIALAB COLOMBIA | PIENSA EN GRANDE | EDUCATION AGENT

Piensa en Grande was an initiative by Fundación Telefónica. The goal was to train teachers and students in innovation skills, so Carolina learned tools to think out of the box.

2013 SIIN.SIIN COLLECTIVE | FOTOHISTORIA AMBIENTAL | TEACHER

Carolina joined forces with two colleagues to make a story-writing, illustration, and photography workshop for kids that won an award from the Colombia Ministry of Culture. This project made Carolina realize she loves teaching.

ACCOMPLISHMENTS

2022 PROMAX LATAM AWARD FINALIST | JUJU BOOTCAMP SEASON 2 CAMPAIGN (E!)

Unscripted Promo | Post-production coordinator.

2021 PROMAX LATAM AWARD FINALIST | DIA DA SÉRIE VIDEO CASE (UNIVERSAL TV)

Marketing video/presentation | Creative producer.

2020 OFFICIAL SELECTION | CHAKERO

Fiction Short film | Assistant director.
Badalona Film Festival.
Festival Biarritz Amérique Latine.
Cinélatino Recontres de Toulouse (Official competition).
The Colombian International Film Festival (NY).
The Cartagena de Indias International Film Festival.

2016 SPECIAL MENTION | PAREJA DE LEONES

Fiction Short film | Assistant director.
Indian Cine Film Festival.

2013 COLOMBIA MINISTRY OF CULTURE AWARD | FOTOHISTORIA AMBIENTAL

A story writing and photography workshop for kids | Creative and teacher.

2012 INDIA CATALINA AWARD NOMINATION | CORTE COLOMBIANO (SEASON 3)

Documentary series | Producer and Field producer.
The Cartagena de Indias International Film Festival.

2011 INDIA CATALINA AWARD | CORTE COLOMBIANO (SEASON 2)

Documentary series | Field producer.
The Cartagena de Indias International Film Festival.

2010 SILVER MEDAL | BACHELOR DEGREE WITH HONORS

First in her class with a cumulative average of 4.4.
Universidad del Norte (Barranquilla, Colombia).