

MARIA LAYUS

CREATIVE PRODUCER | WRITER | BRANDING SPECIALIST



PROFILE

WHAT I BRING TO THE TABLE

Highly motivated, multi-lingual, award-winning creative and content creator with 15+ years of experience in Television and Advertising, On Air, and Digital platforms, with cross-functional expertise in creative direction, writing, branding, strategy, and marketing.

Proven ability to combine knowledge of the industry and cultural trends with the corporate vision to improve market share and build brand identity. An accomplished and recognized leader who mindfully listens, includes, and elevates team members and co-workers. Passionate about visuals, devourer of storytelling in all its forms.

SKILLS

WHAT I DO WELL

- ▶ Brand Awareness, digital Storytelling, social media strategy.
- ▶ Art Direction, Ideation, copywriting.
- ▶ Project & Team Management.
- ▶ Video Production, Direction, on set lighting, and live action camera operation.
- ▶ Advanced user in After Effects, Premiere Pro, FCP, Avid Media composer, Illustrator and Photoshop.
- ▶ Expert Knowledge of project management tools/platforms: Monday, Workfront, Trello, Frameio and Slack.

LANGUAGES

French, Spanish, Portuguese, and English.
Fluent both oral and written.

Lived in Belgium (Brussels), Argentina (Buenos Aires), Brazil (Rio de Janeiro), United States (Chicago, Los Angeles, New York, and Atlanta).

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WORK EXPERIENCE

HOW I PLAY

- 2020-2023** *Warner Bros Discover (former Warner Media, Turner Broadcasting) Branding Lead & Sr Writer Producer*
Lead for branding and creative, & writer on concept and execution of digital originals, promotional campaigns, development of multiplatform branding for both channels. Engages and collaborates with social media, digital, marketing, and Off-Air teams for 360 campaigns. Manages team of editors servicing creative team.
- 2015-2020** *Cartoon Network Latin America Senior Writer Producer*
Creative lead, & writer on concept and execution of promotional campaigns, development of On Air Branding, and social responsibility campaigns. Partnered with social media, digital, marketing, and Off-Air teams for 360 campaigns. Created, and executed strategy of original content for YouTube and social media.
- 2010-2014** *Boomerang Latin America Writer Producer 2*
Served as key member of On Air Creative Services team, executed the overall creative and production of long format, music-based Boomerang Original Productions: Boombox All Access, Boombox Fest, Boombox + and Boombox in Studio. Top artists featured in each episode such as Cee-lo Green, Maroon Five, My Chemical Romance, 30 Seconds to Mars and Snow Patrol.
- 2008-2010** *Freelance, NYC Writer / Producer / Animator*
Delivered on a variety of projects; from animating storyboards for commercial ads, filming live events to postproduction for documentary films. Clients included: Martine Barrat Photography, La Quinta Hotels, Behr Paints and PetSmart.
- 2003-2008** *CCFC Advertising, Chicago Senior Editor and Script Supervisor*
Supervised commercial spot production for TV, short corporate narratives and documentary films.

MARIA LAYUS

MULTIPLATFORM CREATIVE

EDUCATION



Columbia College
of Chicago

*BFA in Film and
Video with a
concentration in
Directing*



Universidade
Federal Do
Rio De Janeiro

Psychology



Lycée Molière
Rio De Janeiro

*Baccalaureate in
French Literature*

CERTIFICATES

WHERE I'VE GAINED KNOWLEDGE

Warner Media Management Essentials - Warner Bros. Discovery

Copywriting for TV and advertising - Creative Circus Atlanta

Adobe After Effects Certificate - Adobe

AWARDS & ACKNOWLEDGEMENTS

HOW I'VE BEEN RECOGNIZED

▶ Winner of PROMAX BDA Silver Award for Tooncast branding campaign featuring classic cartoons.

Winner of Telly Award for Boys and Girls spot AD.

Nominated to PROMAX BDA for Cartoon Network 25th Anniversary Branding Campaign.

▶ Nominated to PROMAX BDA for the "Something for Nothing" Award for Cee-lo promo AD.

Prism Ally and Board Member (Warner Media LGBTQ Business Resource Group)

Best Director and ensemble cast Awards for Atlanta 48 HR film race.

KEY ACHIEVEMENTS

WHAT I'VE DONE

Actively contributed to Cartoon Network being number 1 in ratings in region for the past 9 years.

Initiated and oversaw the creation of a creative team culture decalogue to bring different teams together and onboard new team members.

Conducted mentoring as an Everwise Mentor for the past 5 years (Having mentees from Pinterest, Ubisoft, and Zendesk)

Led and directed external vendors and artists in 3 continents to create from concept to completion original branding and promotional material to be used in multiple platforms.

Pitched, developed, and executed digital originals to expand Cartoon Network footprint on YouTube.

Conducted "Boombox All Access" show as Director/ Showrunner for the Boomerang Channel, producing 35 episodes that aired to over 35 million people in Latin America.

Integrated CNUS rebranding campaigns to different regions in Latin America to align with global look and feel.

Toured with The Jones Brothers Band for 21 days, in 7 cities throughout Latin America to produce content to be published daily on Boomerangs' social media accounts and support ad sponsored on air campaign.

Spearheaded Cartoon Network social responsibility campaigns in Latin America to combat Bullying for the past 6 years.

Cultivated communication between stakeholders of Cartoon Network US and Latin America creative teams.

HOBBIES

HOW I DECOMPRESS

Comics, Travel, Food, Mixed media fiber arts, exploring music & content creators on YouTube.