

# MARIA LAYUS SENIOR CREATIVE PRODUCER & BRANDING LEAD

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## PROFILE

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*Critical thinking and curiosity are key to creativity.*

Highly motivated, multi-lingual, award-winning creative producer with 15+ years of experience in Television, Advertising, On Air, and Digital platforms, with cross-functional expertise in creative production, direction, writing, branding, strategy, and marketing. Proven ability to combine industry knowledge and cultural trends with the corporate vision to improve market share and build brand identity. Accomplished and recognized leader.

Passionate about visuals and devourer of storytelling in all its forms.

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## KEY ACHIEVEMENTS

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- Led and directed internal and external vendors and artists in 3 continents to create, from concept to completion, original branding and content to be used in multiple platforms.
- Conducted “Boombbox All Access” show as Director/ Showrunner for the Boomerang Channel, producing 35 episodes that aired to over 35 million people in Latin America.
- Designed and implemented digital originals to expand Cartoon Network's footprint on YouTube.
- Cultivated communication between stakeholders both at Cartoon Network and Intuit Mailchimp.

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## EXPERIENCE

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### INTUIT MAILCHIMP

#### SR CREATIVE PRODUCER – August 2023 to Present

- Manages paid media advertising projects and communication between the creative and marketing teams.
- Leads cross functional conversations and generate alignment across partners and stakeholders as it relates to production planning and execution for strategic initiatives and projects and the associated deliverables, timelines, risks and budgets.
- Manages shoots and productions on location with external partners and agencies, coordinates logistics, calendar and deliverables.
- Cultivates, facilitates, and maintains strong relationships with outside creative partners as needed, including illustrators, animators, production companies, photographers, videographers, casting and talent agents.

### CARTOON NETWORK & CARTOONITO LATIN AMERICA (Turner Broadcasting/ Warner Media)

#### BRANDING LEAD & Sr WRITER PRODUCER 2020- to 2023

- Lead for branding and creative, & writer on concept and execution of promotional campaigns, and development of multiplatform branding for both channels.
- Engaged and collaborated with social media, digital, marketing, and Off-Air teams for 360 campaigns.
- Managed a team of editors servicing the creative team.

## **CARTOON NETWORK LATIN AMERICA (Turner Broadcasting/ Warner Media)**

**Sr WRITER PRODUCER 2015-2020**

- Creative lead, & writer on the concept and execution of promotional campaigns, development of On Air Branding, and social responsibility campaigns.
- Created and executed a strategy of original content for YouTube.

## **BOOMERANG LATIN AMERICA (Turner Broadcasting)**

**WRITER PRODUCER 2 - 2010-2014**

- Served as a Key On-Air Creative Services team member, executed the overall creative and production of long format, live action music-based Boomerang Original Productions: Boombox All Access, Boombox Fest, Boombox +, and Boombox in Studio.

## **FREELANCER -**

**WRITER / PRODUCER / ANIMATOR – 2005-2010**

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## **EDUCATION**

### **COLUMBIA COLLEGE OF CHICAGO -**

BFA in Film and Video

### **LYCEE MOLIÈRE- RIO DE JANEIRO-**

Baccalaureate in French Literature

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## **SPECIAL SKILLS**

- Project & Team Management, with Expert Knowledge of tools/platforms: Monday, Workfront, and Slack.
- Live Action and Animation Production, on-set lighting, live-action camera operation, and direction.
- Brand Awareness, digital Storytelling, script writing, copywriting, product marketing.
- Art Direction, Ideation, strategy.
- Advanced user in After Effects, Premiere Pro, FCP, Avid, Figma, Illustrator, and Photoshop.

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## **AWARDS AND ACKNOWLEDGEMENTS**

- Winner of PROMAX BDA Silver Award for Tooncast branding campaign featuring classic cartoons.
- Winner of Telly Award for Boys and Girls spot AD.
- Winner Best Production and ensemble cast Awards for Atlanta 48 HR film race.

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## **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).