

# Jonathan Fuentes

## Director/Creative Lead

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A creative professional with 12+ years of experience excelling in film direction, video production, and broadcasting to deliver impactful campaigns across digital mediums. Specializing in idea generation, cinematography, and color correction, with a collaborative leadership style that effectively integrates in-house teams and freelancers to enhance all stages of production and create compelling content.

### EMPLOYMENT HISTORY

#### Creative · Freelance

2022 - Present

- Direct and produce advertisements, films and documentaries for broadcast, digital and social media platforms.
- Provide consulting on creative direction for branded content across different project sizes and budgets.
- Provide seamless creative guidance during pitches, filming, editing, and project completion for teams on both the East and West coasts.
- Collaborate at various stages of projects to assist producers in developing coherent narratives that maximize ROI.
- A hands-on participant, engaging in directing, camera operation, and color grading footage as needed for projects. Always prepared for the challenges any project may present.

#### Creative Lead · Malka Media

2016 - 2022

##### Full-time Director/Creative Lead/Head Colorist

- Direct and manage shoots of 40+ by harmoniously integrating talent, internal teams and external vendors.
- Led teams of copywriters, designers, and illustrators on full-scale delivery from storyboard creative and pitch decks to final client presentations.
- Mentor and train junior talent on all stages of production lifecycle as well as the creation of a formal junior talent program for color theory.
- Budget planning and production scaling with producers on multi-million dollar projects.

##### Freelance Director of Photography/Colorist

2013 - 2016

- Shoot, light, and create shot lists with external cinematographers and crew to streamline onset productions across the company.
- Color grade edits for broadcast, web, and social deliverables.

#### The Fun Stuff

I live in Brooklyn with my rescued mutt, Tater Tot. While I speak Spanish, unfortunately, he does not. I have a passion for movies and possess an extensive collection of over 1000 titles. On film sets, I frequently dance to 90s music. I believe that positive energy flows from the top down. I am confident that by working together, we can create something truly extraordinary.

### HIGHER EDUCATION

#### B.F.A. Film

Montclair State University  
cum laude  
2013

### CLIENTS

- ADP
- AMAZON AWS
- ANHEUSER- BUSCH
- BET
- CELLEBRITE
- GREEN VALLEY ORGANICS
- IBM
- IKEA
- JCREW
- KRAKEN RUM
- L'OREAL
- LUXOTTICA
- MADISON SQUARE GARDEN
- MARRIOTT INTERNATIONAL
- MASTERCARD
- OGILVY
- PELOTON
- PEPSI
- PROPER 12 WHISKY
- SHOWTIME
- TELEMUNDO
- VERIZON/YAHOO!
- WEWORK
- VICTORIA'S SECRET

### SKILLS

- Slack, DaVinci Resolve, GoogleDocs, Adobe CS, Frame.io, Jump Desktop
- Bilingual (Spanish)
- Teacher, always helping junior talent excel
- Can shoot with any camera
- Juggling
- Dad Jokes