

Connie Guglieri

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CREATIVE CONTENT PRODUCER

[linkedin.com/connieguglieri](https://www.linkedin.com/in/connieguglieri)

Content Producer with 5+ years in video production, streaming services, digital media, branded content and end-to-end creative processes. Expert in international broadcast, budget management, and scheduling. Pro at leading cross-functional teams.

Work Experience

THE WALT DISNEY COMPANY: STRATEGY TITLE ASSOCIATE - Los Angeles, CA.

2022 - 2023

- Implemented marketing strategies for Disney+ and Star Original global content identifying opportunities to align internationally, for titles like Moving, Extraordinary, and Santa Evita.
- Lead cross-functional planning sessions with senior leaders in Europe, Latin America, and Asia to implement title-based marketing strategies for local productions.
- Built communication and collaboration mechanisms between the global and home office partners to support original content.

THE WALT DISNEY COMPANY: DIGITAL PRODUCER - Buenos Aires, Argentina.

2020 - 2022

- Oversaw the entire marketing campaign lifecycle for 50 Original Latin American series for Disney+ and Star+, produced across the region in Argentina, Mexico, Brazil, and Colombia, ensuring the creation of compelling and on-brand content for social media and platform placements.
- Produced and directed marketing shoots for 20+ original series across LATAM, securing seamless execution both on set and remotely, accommodating different teams and their requirements.
- Directed the on-set cast and crew, ensuring successful shoot completion within designated timeframes and budgets.

THE WALT DISNEY COMPANY: PRODUCTION COORDINATOR - Buenos Aires, Argentina.

2018 - 2020

- Responsible for sharing effective communication and coordination across various departments within the organization, including creatives, static and AV designers, marketing, PR, talent, management, and research.
- Collaborated in the pre-production, production, and post-production phases of successful original series such as Papas Por Encargo, the most-watched Latin original production on Disney+.
- Gathered crucial information facilitating clear communication of the shoot's vision and goals, and managing presentation decks, documents, and project concepts.

PAMPA FILMS: PRODUCTION INTERN - Buenos Aires, Argentina.

2017 - 2018

- Assisted with equipment setup and breakdown, demonstrating a strong understanding of on-set logistics, and provided general assistance to the Producer on set, contributing to the overall success of the production.
- Created detailed project schedules, oversaw project boundaries, ensured the quality of all deliverables, managed project documentation, and maintained communication with all stakeholders.

Education

UNIVERSITY OF BUENOS AIRES: Bachelor's Degree in Social Communication Sciences, Communication and Media Studies.