

Juan Cruz

AWARD-WINNING CREATIVE
—
DIRECTOR

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Award-winning creative skilled at generating fresh ideas and innovative concepts, as well as seeing them through from inception to completion. Inventive and versatile leader who brings a resourceful, collaborative approach across the entire creative process.

KEY SKILLS

- Copywriting, Presentation Design & Pitching – PowerPoint, Keynote.
- 360 Campaigns, Directing & Video Editing.
- Tech-literate and highly skilled with Adobe Creative Suite.
- GenAI platforms – Google Flow (Veo3, Nano Banana), ChatGPT, Runway.
- Reliable communicator and problem-solver.

WORK EXPERIENCE

Creative · Hearst Networks

London, Jul 2022 – Present

- Leading 360 campaigns, ideating concepts, executions and overseeing the whole process while responding to brief.
- Creating promos and reversions across linear and digital platforms.
- Shooting with talent – Rylan, Vicky McClure, Bradley Walsh, among others.
- Using GenAI to enhance promo, campaign work and concept brainstorming.
- Managing and growing the official Sky History TikTok account (208k+ followers).

Junior Creative · Hearst Networks

London, Feb 2021 – Jul 2022

- Creating promos and reversions across linear and digital platforms.
- Working on campaigns, ideating concepts and executions while responding to brief.
- Leading digital campaigns, envisioning and creating content for social platforms.
- Shooting with talent regularly.

Creative Assistant · Hearst Networks (formerly A+E Networks UK)

London, Jan 2019 – Feb 2021

- Supporting the Creative team while contributing with ad-hoc tasks and ideas.
- Creating decks for internal events, as well as department and company meetings.
- Supplying assets for internal departments and external providers following tech specs.
- Creating promos and reversions, as well as shooting with talent, corporate and PR events, taking BTS stills and data wrangling.

Camera Runner · Netflix/24-7 Drama

London, Jan 2018

Assisted camera crew during live filming of Jim Jefferies: "This Is Me Now" Netflix Special.

Camera Prep Technician/Hire Coordinator · 24-7 Drama

London, Nov 2017 - Oct 2018

- Preparing and upkeeping advanced camera systems used in high-end TV and film productions at a high standard.
- Client contact and controlling traffic of equipment.

Camera Assistant · Charlton Athletic FC

London, Apr 2017

Assisted with broadcast camera setups, GoPro's and sound equipment. Ensured proper working order of live feeds while safety managing cables and wall boxes.

Videographer (Camera Operator & Editor) · University of Greenwich

London, Oct 2016 - Oct 2017

- Self-op shooting and editing content while adhering to brief.
- Liaising with clients, brainstorming, budget allocation and distribution.

ACHIEVEMENTS

Promax UK Awards 2022 (now GEMA)

2x Gold Winner

"Best Factual Originated"

"Something For Nothing"

1x Bronze Winner

"Best UK Production for Non-UK Broadcast"

Young Filmmakers Competition - Winner

British Safety Council
2017

ARGO Grant 6-month internship at the Embassy of Spain in Washington, D.C.

Spanish Ministry of Education,
Culture and Sport
Sep 2015 - Feb 2016

EDUCATION

MSc Film Production

University of Greenwich
2017

BA Hons Business Management

University of Zaragoza
2014

Erasmus Programme

Kingston University
2013

INDUSTRY CONTRIBUTIONS

Freelance Content Writer

IMIS
Jul 2017 - Sep 2018

REFERENCES

Available on request.