



MARIANA CONDE GRANT
ARMED WITH IDEAS.

ABOUT ME

I'm a Creative Producer, Treatment Designer & Researcher, with a passion for the [Arts](#).

I have a BA in Film & Video and an Image and Communication course. My industry knowledge, [creative eye](#), critical thinking and strong knowledge of design mean that I can easily come up with original treatments that truly stand out!

I've worked in the industry for fifteen years, pitching, setting up and overseeing live action shoots, as well as overseeing branding, animation projects and VFX for clients such as Axis, Animation, Mother, BBH and Independent Films, for exciting brands like Audi, Prada and Nike.

I approach each brief with an open mind and have the thick skin & people skills needed to work with different creatives, successfully managing clashing expectations.

After supporting Disney's EMEA Creative Director on a variety of projects, I realised I was ready to take on the more creative role I always aspired to. My latest job at STV saw me pitch and produce promos from concept to delivery, including visual research, scriptwriting and editing.

In my spare time, I [direct](#) short films. [Daily Grind \(click to view\)](#) is a good example of my on the spot directing abilities as it was made in just 48hrs on a shoestring budget.

The most recent, [C.T.R.L.](#), which I developed, cast, directed & edited, was selected for nearly a hundred festivals & events around the world, including the [BFI London Film Festival](#) and received several awards, such as Best International Music Video, Best Experimental Film and Best Editor. My next challenge is directing a longer short, entitled [Shotgun Wedding](#) and featuring a transgender character.



A HANDFUL OF FREELANCE PRODUCTION CREDITS *

Company	Product	Director	Producer	Role
STV	The Voice Kids Final, The Widower , True Crime and What's On Scotland	Mariana C. Grant (Me)	Mariana C. Grant (Me)	Creative Producer
ITN	Suzuki Saturdays	Mariana C. Grant (Me)	Mariana C. Grant (Me)	Creative Producer
BLACK SHEEP STUDIOS / BBH	KFC: Katie Eary's Fashion Challenge	Ben Holman	Mariana C. Grant (Me)	Producer
MY ACCOMPLICE	x16 Triumph Vignettes	Mathy & Fran	Mariana C. Grant (Me)	Producer
LITTLE ROCK PICTURES / SKY ARTS	A Road Trip (with Carrie Fisher, Stockard Channing & Joseph Fiennes)	Ben Palmer	Zoe Rocha	Production Manager
ALEXANDLIANE	Will.i.am	AlexandLiane	Jon Adams	Production Manager
INDEPENDENT FILMS	NIKE 'Write the Future'	Alejandro G. Iñárritu	Greg Cundiff	Production Coordinator

* For the extensive list please feel free to connect and view my [LinkedIn profile](#).

OTHER RELEVANT CREDITS

RESEARCHER	Sonja Phillips - Blackshark Media - Fresh Film - Flare BBDO - MTP - Coy – Wall to Wall - Infinity
CASTING	Fresh Film - MTP - Hometown - Stink – Hungry Man – Belinda Norcliffe

FREELANCE CREATIVE PRODUCER AT AXIS ANIMATION – JUNE TO DECEMBER 2018

At AXIS I produced Skydance/Skybound ["Saints & Sinners" Walking Dead game trailer](#), helping new director Cesar Eiji Nunes achieve his vision and constantly coming up with creative solutions.

FREELANCE CREATIVE PRODUCER AT INK – OCTOBER TO DECEMBER 2017

At INK I oversaw the creation of 3D photo realistic animations and CG images, applying both my managerial experience as well as my creative expertise, working on several high end projects for clients such as BBH, Audi, Stuart Weitzman and talented photographer Benedict Redgrove.

FREELANCE SENIOR PRODUCTION MANAGER AT DISNEY – JULY 2016 TO MAY 2017

I joined Disney's EMEA Creative services to manage resource, schedule, budget and creative. The job involved putting together briefs, making promos and commercials, attending edits, post production, as well as directing VO recording sessions and audio mix. I worked closely with the Creative Director, collecting feedback, overseeing its application, making executive decisions and presenting to the VP.

FREELANCE PRODUCER AT SKY – JANUARY TO APRIL 2015

At Sky, I worked on an Off Air mini-rebrand and helped the marketing team by overseeing the edit of promos for upcoming series, as well as the creation of reference boards for market research.

FREELANCE PRODUCER & PRODUCTION MANAGER AT ITV – 2012 TO 2014

I worked for ITV Creative on a variety of projects, from managing promo shoots to overseeing the design studio behind the launch of both [ITVBe](#) and ITV Encore. Not only did my team develop the creative look and feel but we also produced most assets for 360° integrated campaigns, including [ITVBe's Mydents](#) (user generated idents) and their experiential events.

FREELANCE PRODUCER AT ACROSS THE POND – OCTOBER TO DECEMBER 2013

Producing [Google Zeitgeist 2013, a Year in Review](#), was a fab opportunity! I assembled the best team of researchers, editors & animators and together we made one of the most watched adverts of the year.

FREELANCE PRODUCER AT VCCP CONTENT – JULY TO OCTOBER 2013

At VCCP I produced five 1min animations and eight 6sec vines for O2, budgeting, scheduling & briefing animators. I simultaneously oversaw the production of a 2 min induction video for easyJet, from brief to delivery, creating a fun and engaging video with a premium feel to it.

FULL-TIME VERSIONING PRODUCER AT SMOKE & MIRRORS – 2010 TO 2011

I briefed and managed a high amount of fast turn around edits and post production for known brands such as Nurofen, Durex and Netflix, adapting adverts for worldwide markets. Our team mainly used Smoke and Flame and my post-production knowledge helped ensure all edits were created to their full potential.

PRODUCTION COORDINATOR AT BOUTIQUE PRODUCTION COMPANY 16oz – 2010

At 16oz, I supported the creative director on brainstorm, development and pitches, wrote briefs, researched and selected footage, set up shoots and oversaw production.

WEB PRODUCER FOR HEADSHIFT – 2009

I was part of the Web team on the Sky Arts & Anthony Gormeley's One and Other. Over 100 days, 2,400 people from the UK took their turn occupying the Fourth Plinth in London's Trafalgar Square for an hour each. My role was to make sure each individual hour was filmed and broadcast live without interruption.

QUALIFICATIONS / COURSES / WORKSHOPS

2017 Social Media Marketing Course - 2016 Pitching & Crowd funding workshops - 2014 Treatment Writing Workshop - 2006 Animation Workshop

2006-07 Performing Arts Course - 2002-05 BA (Hons) Film & Video (1st) - 1998-01 Audio Visual Communication Course (1st)

ITISON TREATMENT SAMPLE

WONDER! by Mariana Conde Grant



THE CONCEPT

Set on a white studio, our blogger pops out of a gift box to embark on a magical journey, through a series of wonderful experiences curated to show our audience the variety and quality of the itison deals.

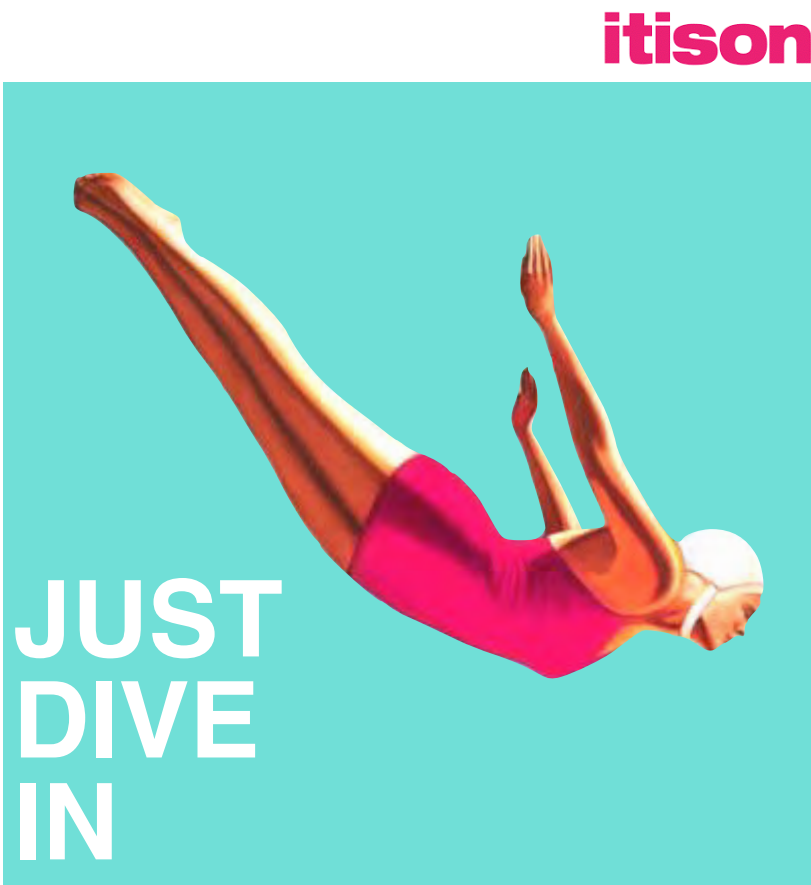
The concept for *Wonder* came from the sense of fun and excitement I associate with itison. I decided on having a Mancunian blogger be the face of our advert, so that we could establish an immediate connection with the Manchester audience whilst extending the campaign's reach to the bloggers followers.

By surprising our audience with a few special effects and clever filming techniques, this advert will make everyone feel like itison can literally **make the unbelievable a reality!**

I decided to break the fourth wall by having our blogger look and speak straight to camera, a style more in line with nowadays social media. The studio reveal in the end in which we see a time-lapse of the camera crew clearing the studio without making a sound, as not to disturb our sleeping blogger, is also a conscious nod to a video savvy audience, fully aware that they are being sold a product and that are more likely to engage with a brand that is honest and open than one that hides behind a camera.

Both the script and storyboard have been thought through from beginning to end, to be entertaining and engaging. They're populated with subtle details of the itison partners and employees going above and beyond, reflecting the level of attention your company dedicates to its costumers.

WONDER! | TREATMENT | MARIANA CONDE GRANT



LOOK: MODERN RETRO

itison brings a magical touch to people's lives. Bearing that in mind, our add will have a modern retro look: a pastiche of the fifties golden era with nowadays hipster culture and a touch of Japanese futuristic cool; oozing creativity and sense of humour!

Our cast will come across as friendly and approachable, people we can imagine spending time with, the kind to make everyone feel good around them. Pretty, but not overly sexy, our blogger will be inspirational rather than aspirational.

The wardrobe will be current with a vintage influence. Our blogger's main outfit would consist of a stripy body (doubling up as the swimsuit) with large cropped jeans or high waist shorts. Make up would be natural, but accentuated by a bright pink lipstick.

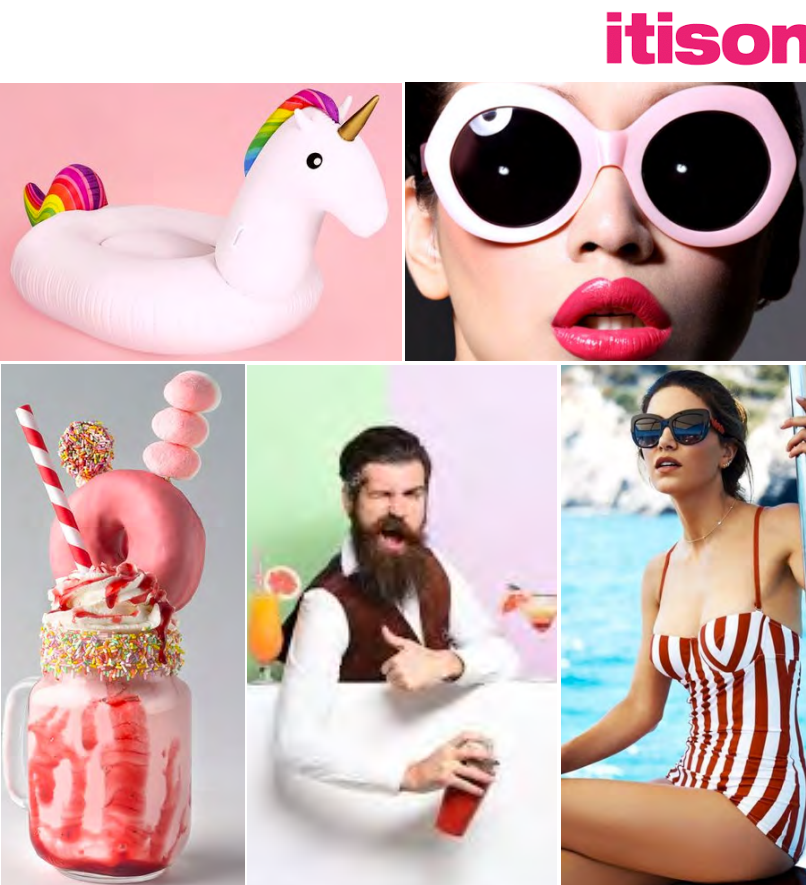
The hot air balloon operator and the film crew would wear pink itison ti-shirts and perhaps even a matching cap.

The cinematography would be sleek, with balanced compositions, and an always moving smooth camera accompanying our blogger at all times.

Check out the following influences/references:

[The Sunday Times: Icons](#)
[Ted Baker: Welcome to the Strawberry Islands](#)
[easyJet: Explore Europe](#)
[Old Spice: The Man Your Man Could Smell Like](#)

WONDER! | TREATMENT | MARIANA CONDE GRANT



STUDIO & ART DIRECTION

The advert's Art Direction will be stylised but comfortable & inviting, real yet slightly surreal. The white studio acts like a blank canvas, a space where the itison wonders magically appear, ready for our blogger to enjoy!

The props chosen represent the variety of deals itison offers, as well as the very nature of itison: playful like the hot air-balloon, Scottish like the unicorn, and sweet like the freakshake.

Props and sets will be made to look like they're all part of the same itison universe. They'll work together, but have individual distinguishable features. For example, our pool will look real, but the water will be bluer than in real life and illuminated in such a way as to create beautiful reflections.

The colour pallet will consist of pink, mint and blue pastels with the itison **bright pink** accent bringing it all together. The cocktail and food (chocolate covered strawberries, freakshake, dinner & afternoon tea) would also be created by a specialist so that it matches our style.

I'd also like to add a few cute touches to the set, like paper cut clouds behind the hot air balloon, and a paper cut sun hanging above the pool... just because!



WONDER! | TREATMENT | MARIANA CONDE GRANT

PACE, POST, SOUND & MUSIC

This advert will be shot and edited to feel like a journey, where everything is possible!

The audience will feel like they're right there, going through the same journey with our blogger. To achieve that, I'll use long tracking shots punctuated by zooms for reveals, and straight cuts when adding detail & close ups.

The advert will be cut to an upbeat instrumental track, possibly electro swing, with the feel of [La La Land's Another Day of Sun](#). Nice folio details will add depth and detail, from the loud bang of the present dropping, to the cocktail shaking, the explosion of flutter confetti, and water splashing when the blogger dives in.

Some of the special effects will also be achieved in post. For example, our blogger's slow-motion fall into bed will be superimposed with the itison employees placing the bed under her at normal speed. This will be achieved by filming the employees section first; locking the camera position, shooting the fall, and then joining both shots in post.

In the final time-lapse shot I'd use a mix of technical crew and trained actors, so we can sprinkle it with a few particularly visual moments in which the actors use body language and slow physical movement to emphasise the level of care required to remove set and equipment in complete silence.

A good grade will bring it all together, making the studio walls look spotlessly white and the pink accents pop. Nice and bright!

WONDER! | TREATMENT | MARIANA CONDE GRANT



A FINAL DIRECTORIAL NOTE

It's been an absolute pleasure to create for itison, I've enjoyed it each step of the way. I truly dived in and let my imagination take over!

In saying that, I fully understand that the concept for Wonder! isn't particularly affordable, but I wanted to showcase my creativity to you with no budgetary constraints, so you could see how far it can go.

Having worked as a Production Manager and Advertising Producer in the past, I understand brands can't always afford the most ambitious ideas and would like to reassure you I can easily come up with lower budget ideas.

For example, we could film pretty much the same concept on location, rather than in the studio, capturing the blogger at existing venues (preferably owned by your partners) and which we could dress slightly to enhance it's charm. I'd be more than happy to further develop this alternative and present it to you in person!

The idea of having a blogger be the face of the brand works at many different levels. It could bring a lot of attention to your brand and I'd suggest extending the campaign to social media, by offering weekly experiences to the blogger, for her to share on Instagram, Facebook (inc stories) shout about on Twitter and make a weekly blog on YouTube. I'd be more than happy to outline a strategy, talk the blogger through our guidelines and would love to help her with her filming and photography.

I'd love to work with itison to contribute with fun and exciting ideas on a daily basis. I want to grow as a content Producer alongside itison.

WONDER! | TREATMENT | MARIANA CONDE GRANT



SAMPLE OF CREATIVE TREATMENT FOR PERSONAL PHOTOSHOOT

LIGHTING AND VISUAL STYLE



WARDROBE

The wardrobe should feel modern, yet timeless. Practical, a touch masculine, drawing inspiration from genderless fashion, but kind to the female figure.

Think Tilda Swinton, Katherine Hepburn, Lauren Bacall, Marion Cotillard, Cate Blanchett, Juliette Binoche and Amber Valletta.

White shirt, big leather belt or braces, wide legged trousers, brogue shoes, long coat, big hoops, bracelets, vintage simple watch, long necklaces, pocket square, neck scarf...

I'd like to come across as charismatic, confident, determined, approachable and fun!



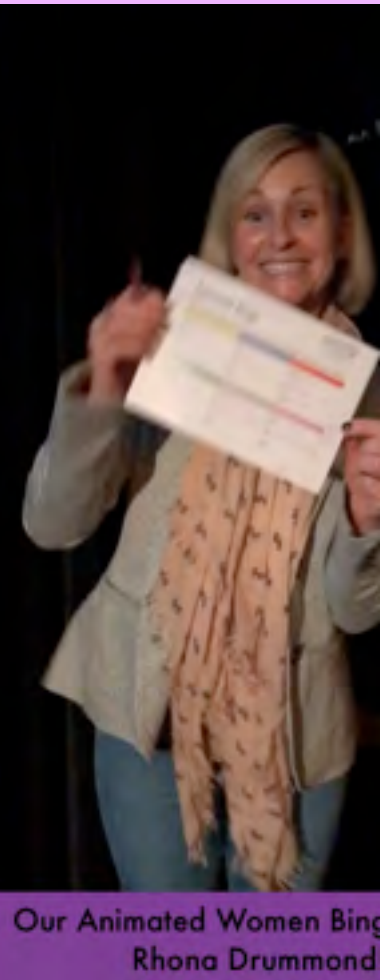
HAIR & MAKE UP

The hair should feel untamed, curly and voluminous. With wild locks adding movement and light, like a pre-Raphaelite painting.

The make up should feel natural: deep set eyes, thick brows and smokey nude rose lipstick.



#ANIMATEDWOMENUK SCOTLAND VOLUNTEER: SOCIAL MEDIA CREATIVE & STRATEGIST



VISUAL RESEARCH & TREATMENT DESIGN FOR DIRECTOR SONJA PHILLIPS ' CHANGING PLACES SOCIAL VIDEOS

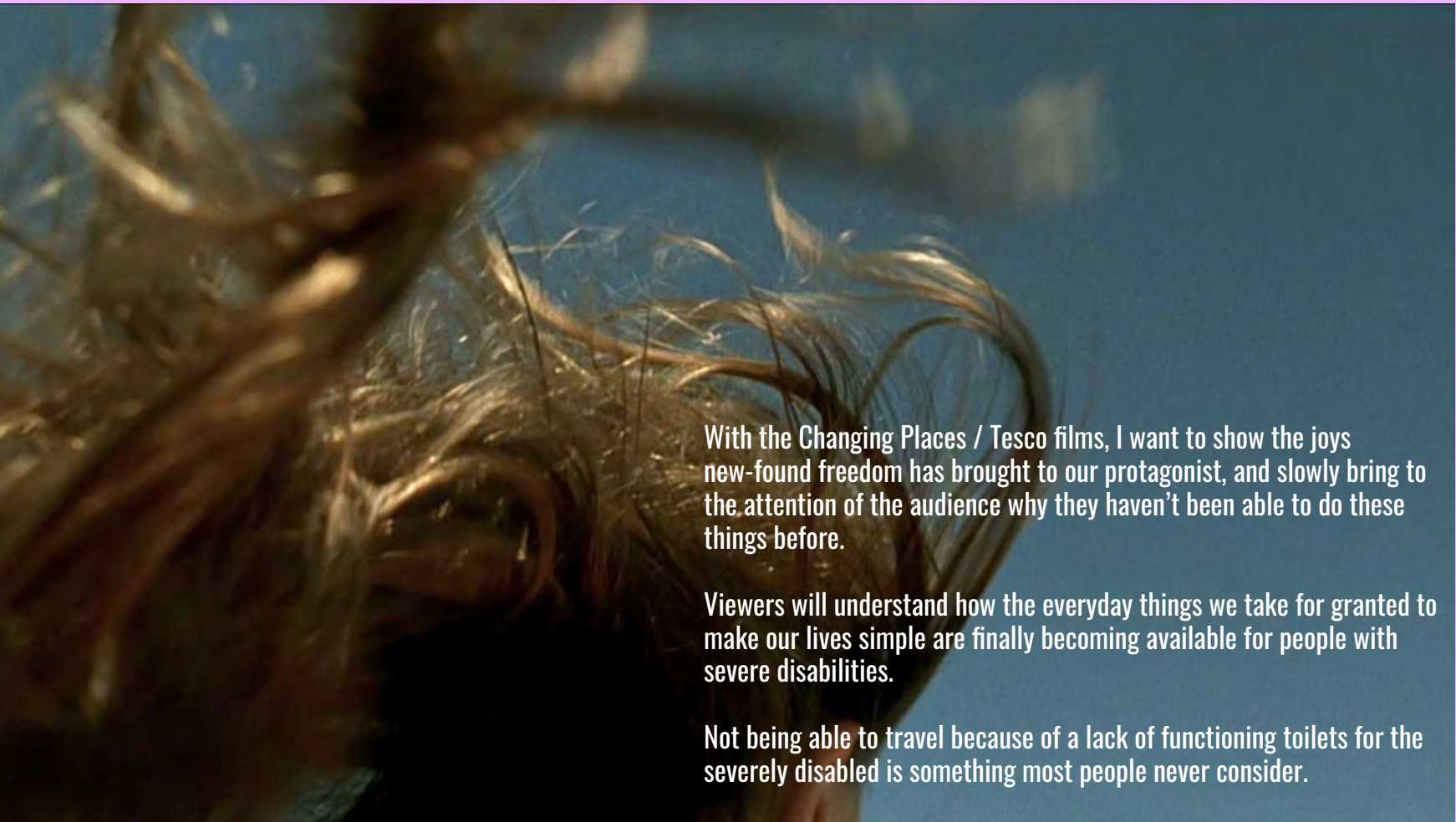


TESCO
Every little helps

CHANGING PLACES

A TREATMENT BY SONJA PHILLIPS

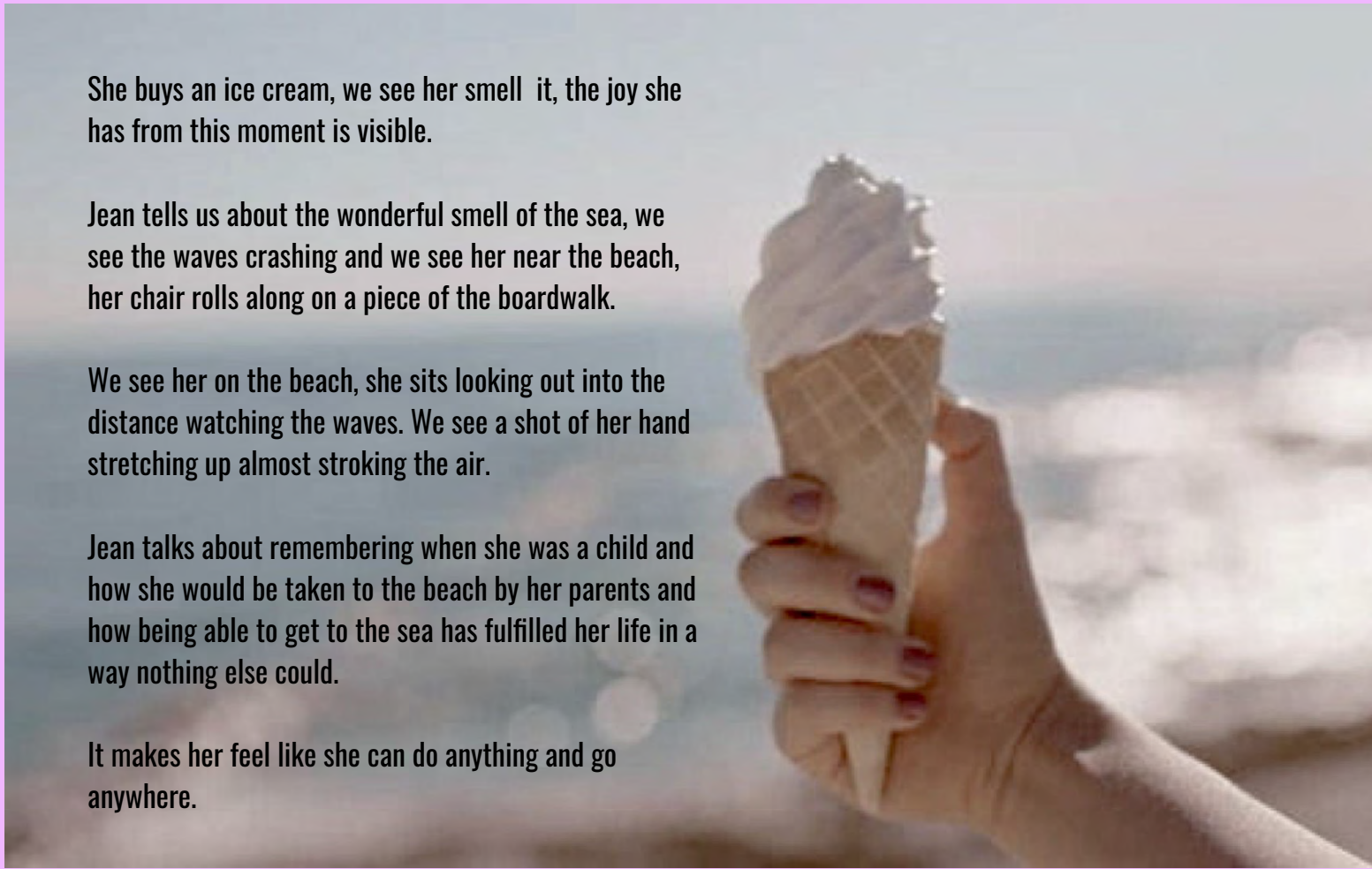
B L A C K
S H E E P
S T U D I O S



With the Changing Places / Tesco films, I want to show the joys new-found freedom has brought to our protagonist, and slowly bring to the attention of the audience why they haven't been able to do these things before.

Viewers will understand how the everyday things we take for granted to make our lives simple are finally becoming available for people with severe disabilities.

Not being able to travel because of a lack of functioning toilets for the severely disabled is something most people never consider.



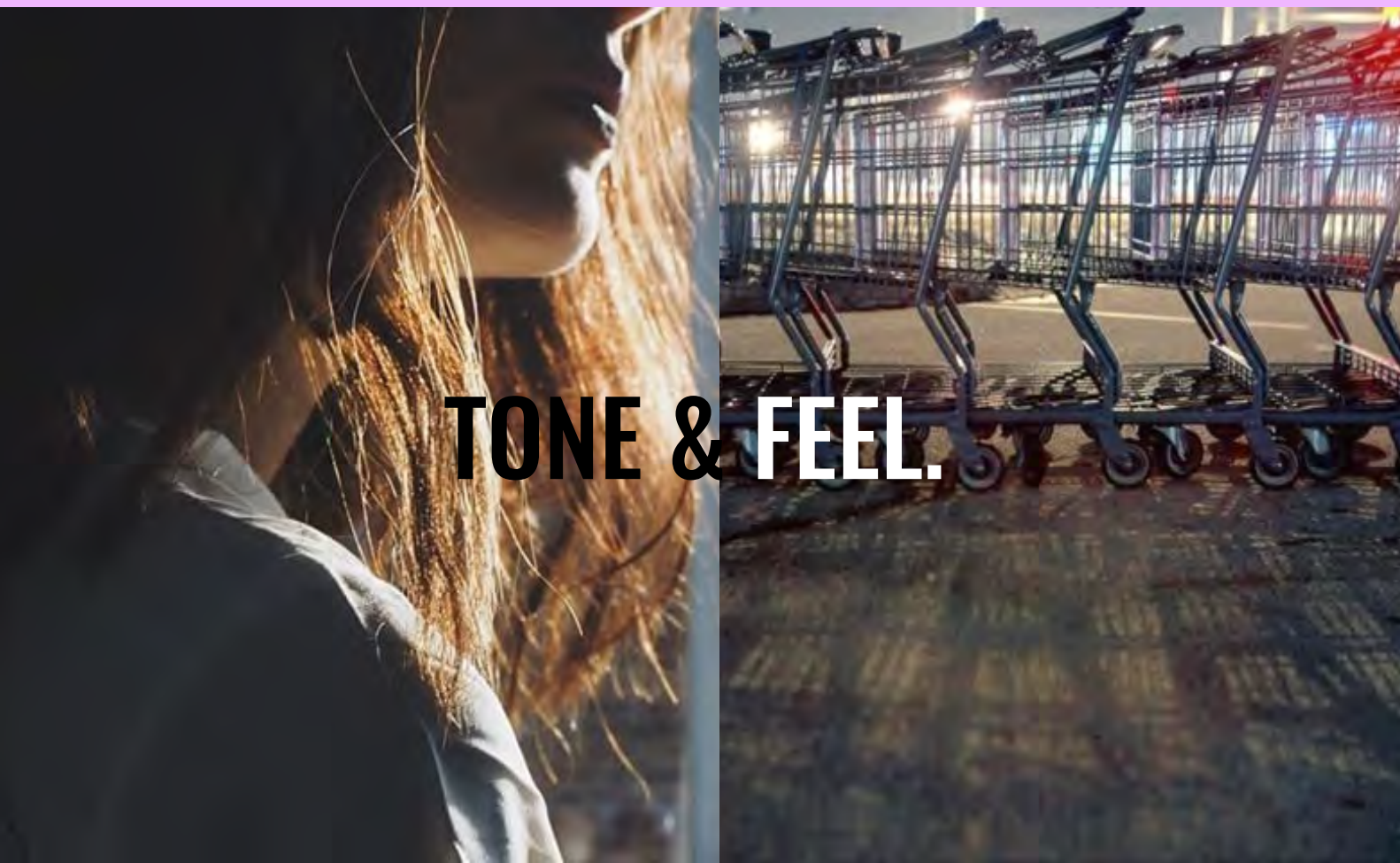
She buys an ice cream, we see her smell it, the joy she has from this moment is visible.

Jean tells us about the wonderful smell of the sea, we see the waves crashing and we see her near the beach, her chair rolls along on a piece of the boardwalk.

We see her on the beach, she sits looking out into the distance watching the waves. We see a shot of her hand stretching up almost stroking the air.

Jean talks about remembering when she was a child and how she would be taken to the beach by her parents and how being able to get to the sea has fulfilled her life in a way nothing else could.

It makes her feel like she can do anything and go anywhere.

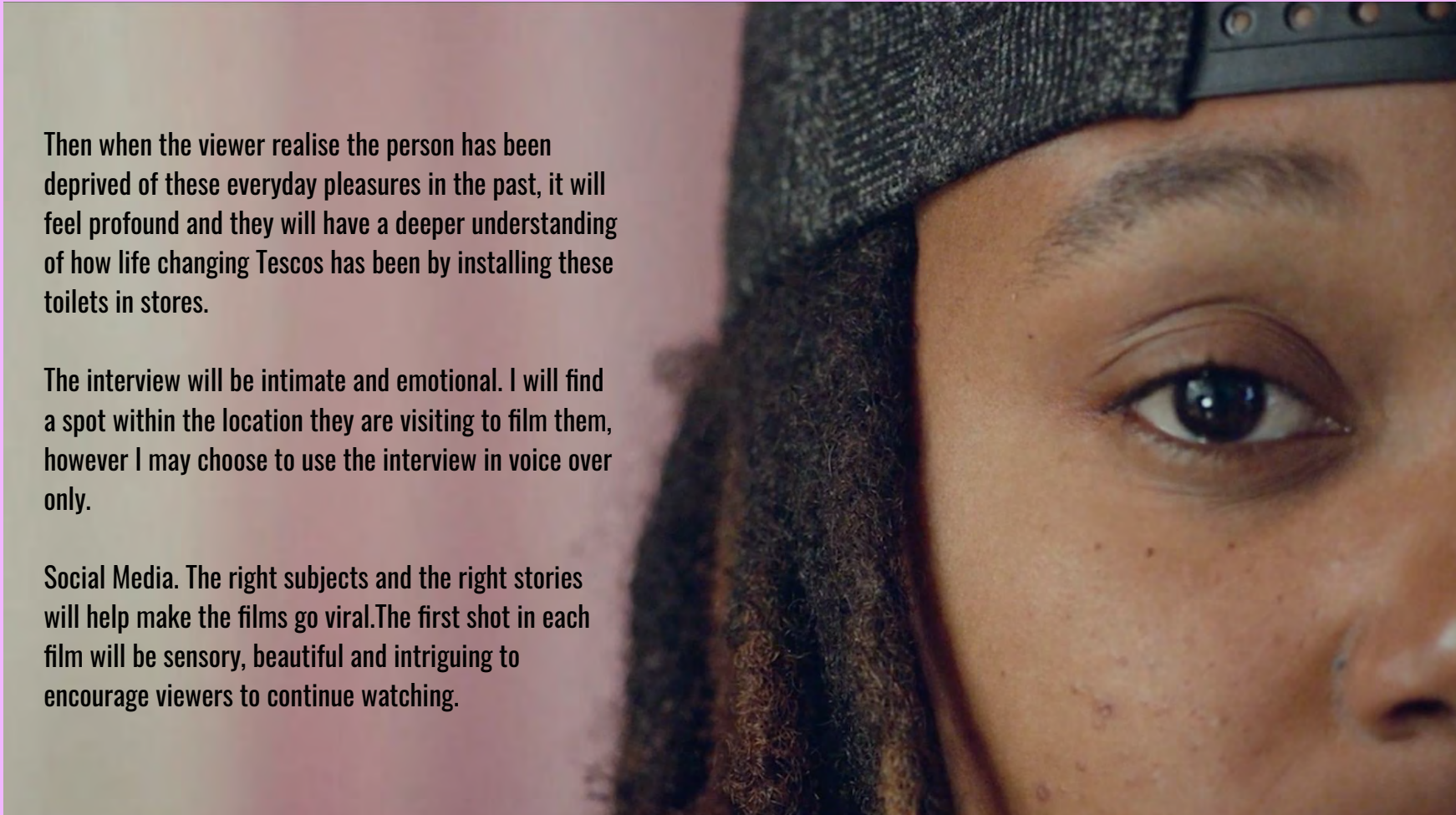


TONE & FEEL.

Then when the viewer realise the person has been deprived of these everyday pleasures in the past, it will feel profound and they will have a deeper understanding of how life changing Tesco's has been by installing these toilets in stores.

The interview will be intimate and emotional. I will find a spot within the location they are visiting to film them, however I may choose to use the interview in voice over only.

Social Media. The right subjects and the right stories will help make the films go viral. The first shot in each film will be sensory, beautiful and intriguing to encourage viewers to continue watching.



THANK YOU.

SAMPLE OF CREATIVE TREATMENT FOR SHORT FILM: SHOTGUN WEDDING



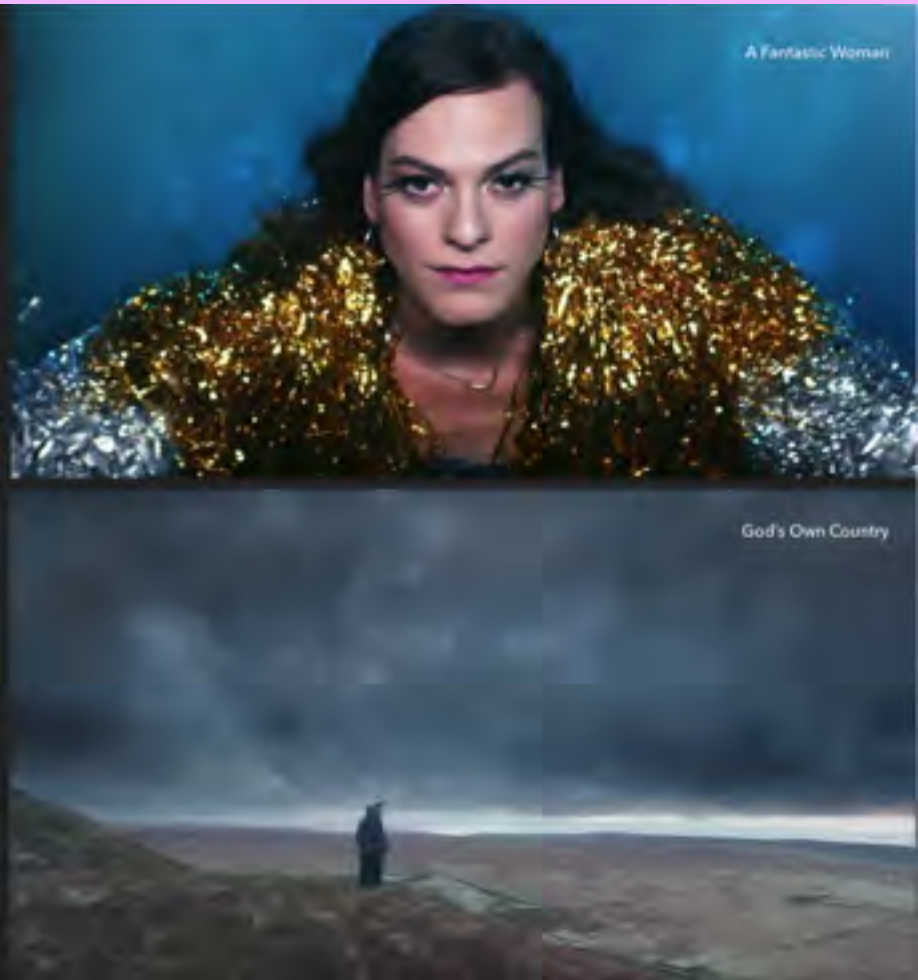
GENRE & VISUAL STYLE

Shotgun Wedding is a realistic, modern-day drama.

Its rural setting lends it a British, almost kitchen sink look, which is counterbalanced by the edginess of our character Sian and her "Tarantino-esque" urban friends.

The staleness of Dilwyn's world will be matched with long and wide still shots whilst Sian's energetic vibrancy will be captured by a much freer and fluid camera work.

Our director's Latin and feminine sensibility will make Shotgun Wedding feel like British cinema fell in love with Latin movies, as if "God's Own Country" had a baby with "A Fantastic Woman".



CAST

We want our audience to identify with our characters and see them as real people that they know well, with that authenticity in mind our cast would ideally be entirely Welsh.

For Dilwyn, we'd like to cast an experienced actor who can capture the subtleties of a man living in isolation and who's struggling to hide his pain. For Sian's role, it's vital we cast a transgender girl, whose personal experiences would add depth to the performance. Shotgun Wedding is an opportunity to fight transgender misrepresentation in the media and we won't shy away from it. Even for the smaller roles, we'll avoid the pitfall of using stereotypes.

Note: The images on the right are visual references of our characters. In the cases of Mark Lewis Jones and Llyr Jones, they are indeed actors we'd like to approach, but please be aware no cast has been committed to this project.



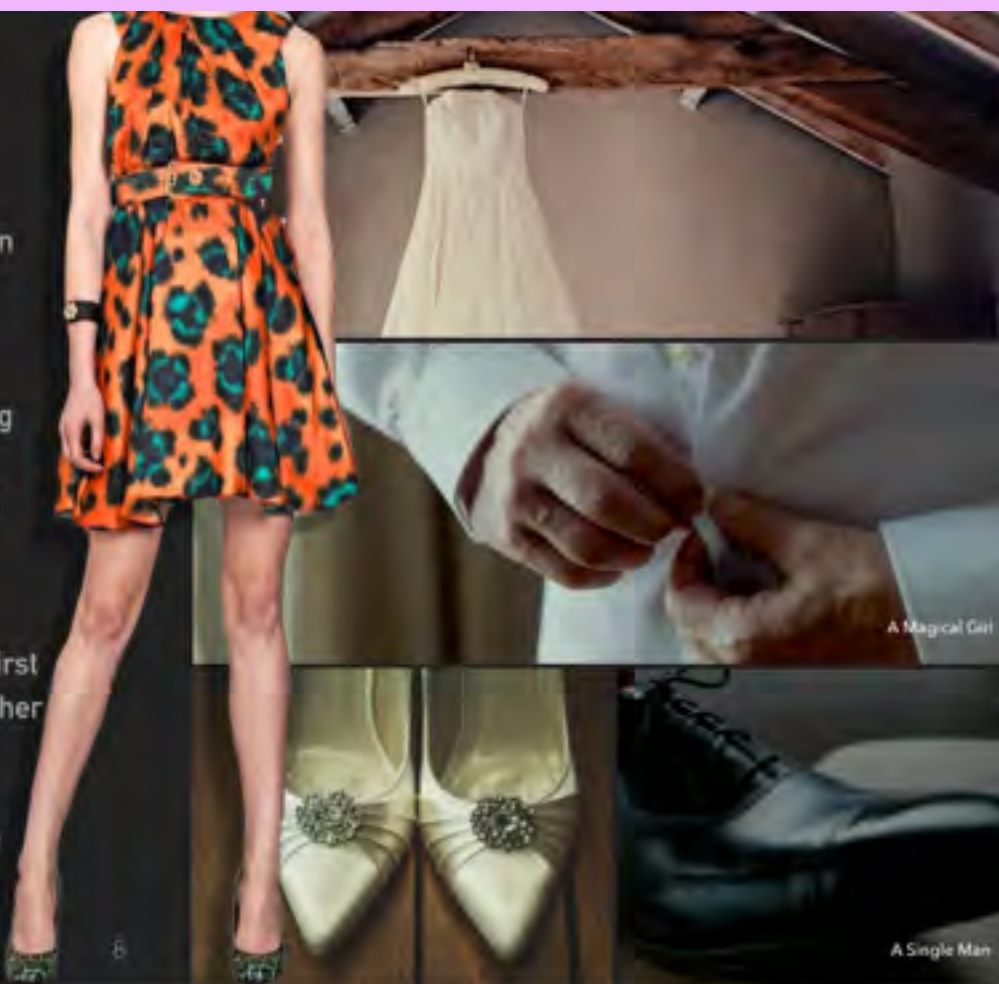
STYLING

Fashion would have an extremely important role in Dilwyn's life, helping her define her personality as a man, as the cool urban girl she has become.

The outfit Sian wears when first introduced, exiting the car, will be loud and fun, portraying her as a confident young woman. But her newly found self-esteem is still easily shaken by her father...

Dilwyn's styling will be kept simple and old-fashioned, from the waterproofs he wears in the first scene, to the shoes, shirt and suit he throws together for the wedding.

Dilwyn's outfit choice, on the other hand, will give our audience a hint of his upper-class upbringing.



THE HOUSE

Dilwyn's home, with its moody interiors, illustrates a world that is very much stuck in the past.

We'll hint at the Mother's fading presence through carefully placed dusty props; back from when a feminine motherly figure used to populate this otherwise sterile environment with objects like hand knitted blankets, potpourri and old family pictures.

In Sian's room, we'll still feel the presence of Osian, the boy whose body she used to inhabit.

The grade will help craft the different worlds our characters inhabit, reflecting their moods and personalities; always warmer on Sian's shots and slightly cooler on Dilwyn's.



SAMPLE OF CREATIVE BRIEF FOR PERSONAL BRAND

MARIANA GRANT LTD

OVERVIEW

Mariana Grant offers creative services to both established production companies and small businesses alike.

From working as a researcher and treatment designer in TV and Advertising; to helping independent brands promote themselves online and on social media, Mariana Grant offers tailor-made solutions to an ever changing market, approaching each client and project with an open mind.

With an approachable can do attitude and a decade of experience working in fast-paced London, I want to create fresh content that truly stands out.

Mariana Grant is a young and daring company that positions itself outside the "comfort zone", offering a truly personalised service.



SERVICES OFFERED

1. Concept Development & Visual Research

- Concept Development
- Treatment Writing
- Visual Research
- Pitch & Presentation Design

2. Topic & Contributors Research

- Topic Research
- Real People / Contributors Research
- Streetcasting in Scotland, London & Portugal

3. Branding & Branded Content

- Branding
- Social Media Strategy
- Content Production (stills / boomerangs / videos)
- Event organising, branding & coverage

4. Producing & Directing

- Producer
- PM
- Director



THE FACE OF THE BRAND

Mariana Grant is far from being a cold, faceless, corporate company. In fact it's quite the opposite...

After working in Production for the top players in the industry, such as Disney, Google and Mother, I decided to open my own company so I can take a more creative role and do what I love.

I have always felt compelled to tell stories, be it with barbie dolls as a little girl, or in my adult years, by making films.

Storytelling is a way of sharing and experiencing life. And nowadays, in order to succeed in this overcrowded social media world, we must master the art of visual storytelling.

I'm launching Mariana Grant so I can keep telling my story.

As the owner and driving force behind it, I'm proud to give it my face and name.



BRAND POSITIONING

Mariana Grant is a daring brand.

Unashamedly feminine, inclusive, strong, fun and approachable. Definitely **NOT** another run of the mill, middle-class, male run advertising company.

Brand Values: Playful, Relevant & Passionate Storytelling.

Who I want to appeal to:

- Creative Agencies
- Production Companies
- Advertising Directors & Creatives
- Ambitious brands
- Independent, original brands
- Fashion Designers
- Fashion, Art and Performing Art schools
- Individuals with flair



COMPETITION

There are several other writer/researcher/filmmakers in the UK, some more experienced than me.

Here's a few examples:

- Hazel May
- Adrien Biosse Duplan
- The Late Mistery

However, my experience in branding and my understanding of social media as a marketing tool, give me a clear advantage, that is not being fully exploited by my competitors.

I want to use my brand identity to showcase my creativity and attention to detail. The look and feel of my company & website will be my calling card. The Mariana Grant brand will have such a strong look that clients will be eager to award me the job.



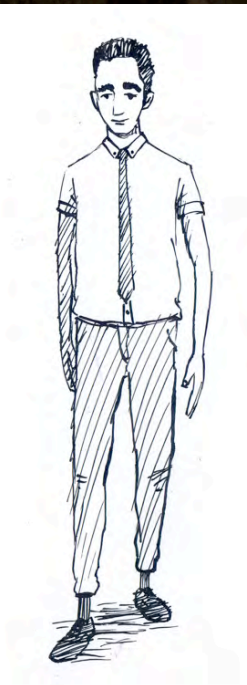
TREATMENT SAMPLE & PROMOTIONAL MATERIALS FOR CTRL



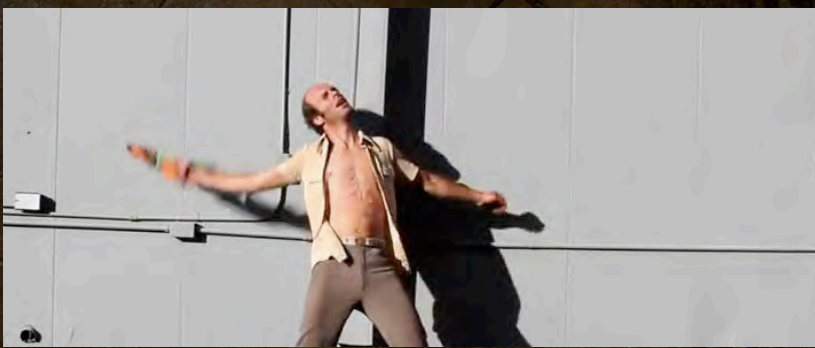
IN A LONDON NOT UNLIKE OURS EVERYONE MOVES THROUGH DANCE

When an old fashioned young man named Philip falls for confident urban Sophie, we embark on a compelling journey of self discovery told by movement, music and body language.

2



PHILIP.



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PHILIP is a shy 30 year old man.

His old fashion manners are reflected on the way he carries himself, his stiff posture contrasting with a good natured smile.

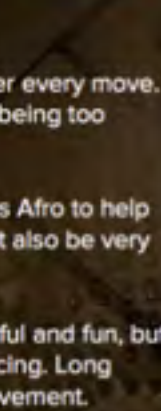
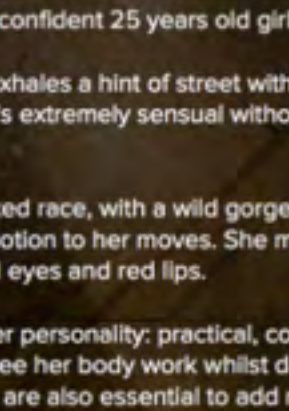
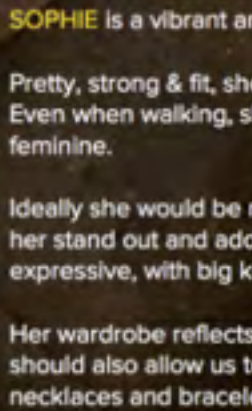
Although he's a happy go lucky character, he's a man of routine who struggles to improvise. He's also very expressive & full of personality, his moves long but broken.

His classic outfit portrays the strength of his clean cut character. Whilst details such as the short sleeved shirt and old school shoes denounce a slight introvertedness.

His solitary nature, becomes evident in his timidity to approach his love interest, SOPHIE.



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SOPHIE is a vibrant and confident 25 years old girl.

Pretty, strong & fit, she exhales a hint of street with her every move. Even when walking, she's extremely sensual without being too feminine.

Ideally she would be mixed race, with a wild gorgeous Afro to help her stand out and add motion to her moves. She must also be very expressive, with big kind eyes and red lips.

Her wardrobe reflects her personality: practical, colorful and fun, but should also allow us to see her body work whilst dancing. Long necklaces and bracelets are also essential to add movement.

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CAN'T WAIT TO WORK WITH YOU!