

PORTFOLIO

**SERGIO  
OLIVEROS**

CREATIVE  
PRODUCER



BARCELONA  
2024

# PROFILE

As a Creative Producer with over a decade of experience in audiovisual production, I bring a unique blend of skills and expertise to every project I lead. My background in theater, film production, creative writing, and post-production has given me a solid foundation for creating compelling and engaging content across different genres and formats. I have successfully delivered projects for clients from various countries and regions, adapting to their specific needs and expectations. I have also proven my ability to coordinate and lead production teams, manage financial resources, and communicate effectively with clients. My profile reflects my multifaceted role as a Creative Producer and my passion for the field of audiovisual production.

# RECENT PROJECTS

# CUPRA NEW YEAR



Click image to play

An exciting project for **CUPRA** in collaboration with **14 Agency** to welcome 2024! With just 2 days of pre-production, an epic day of filming, and 30 hours of frenetic post-production, we successfully launched it on the very first day of the year.

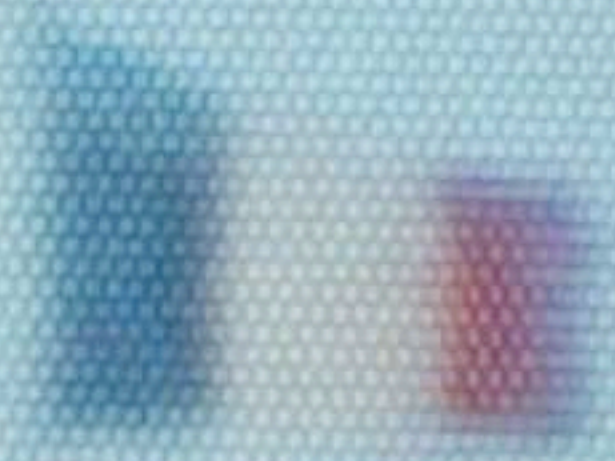
#Reel #Music #automotive

# GOLDEN HOUR



A memorable project shoot in Madrid, commissioned by **Conde Nast** for **The New Yorker**, sponsored by **JW Marriott**. A tribute to living in the present and the magical hour that compelled us to shoot all exteriors during sunrises and sunsets.

Click image to play



Click image to play

# HB X WILSON



Click image to play

A fun and challenging series of 3 videos for **Wilson**, commissioned by **Hypebeast**, focused on the Asian market, filmed in **Paris** during the **Roland Garros 2023**. With just a few hours with the talents, we had to create a narrative that captures the experience of three of China's top-ranked tennis players.

#BrandedContent #Talents  
#Documentary



Click image to play



SERGIO OLIVEROS VEGA

# GG' ABO EL ANWAR x SANTA for SPOTIFY



**Spotify** teamed up with **Insomnia**, the largest gaming festival in the **Middle East**, to pay tribute to this market through a music video featuring two of the biggest figures in the urban genre

#Musicvideo #Gaming  
#MENA

Click image to play

2024

# Brakes off in Diriyah



An exciting project to rapidly create the anticipation piece for the **Saudi Arabia** circuit of the **Formula E World Championship**. Two days of shooting and 48 hours of post-production to launch it just before the event.

#Automotive #FormulaE  
#Saudi

Click image to play

# More projects

- Post-producer - [Culture Trip visits Abu Dhabi](#) - Abu Dhabi 2022
- Creative Producer - [Documentary short film - Mothers](#) - Bogota, 2022
- Line Producer - [Dresses and Flowers Campaign - Falabella](#) - Cartagena 2022
- Creative Producer - [Docu-Reality TV Series - A Varias Manos](#), Canal Capital, Bogotá 2022 **\*Nominated for Best Reality at India Catalina Awards 2022**
- Creative Producer - [TV Documentary Series - Through the window](#), Canal Capital, Bogotá 2020. **\*Nominated for Best Docu-series at the India Catalina Awards 2021**
- Creative Producer - TV Documentary - [Mariana Pajón: The Golden Route](#), Red Bull Colombia, 2020. **\*Nominated for Best Sports Production at India Catalina Awards 2022**
- Creative producer and co-director; Action Clip - [DK in Panama City](#) Panama, 2020.
- Director's assistant; Advertising - Stella Artois, ABInBev, Bogotá - 2019
- Director's assistant; Advertising - Redd's, ABInBev, Bogota - 2019
- Line Producer - Branded Content - [The Changemakers. Hewlett Packard](#), Barranquilla - 2019
- Creative producer and co-director - Web Series - [Style confession](#). Fontanar, Bogota - 2018
- Line Producer - Branded Content - [Conrad by Hilton](#) - Conde Nast Traveler, Cartagena - 2018
- Line Producer, Advertising - Coca-Cola Trophy Tour; Bogota - 2018
- Creative Producer and co-director, Branded Content - [Rodando](#). Red Bull Colombia - 2017

## Previously on...

Back In 2011, I embarked on founding Blanco Films in Colombia, establishing it as a sole proprietorship. This entrepreneurial adventure allowed me to offer professional services to corporate clients, navigating through personnel management, tax obligations, supplier relationships, and banking operations. This comprehensive experience proved instrumental in developing a deep understanding of the ever-evolving dynamics of the business world, encompassing both challenges and rewarding moments.

Since 2017, I've been an integral part of La Familia London, initially leading the team in Colombia and later taking on the role of spearheading the newly established Barcelona office in 2022. My journey with La Familia has been a dynamic one, involving tasks ranging from crafting compelling proposals and innovative formats to overseeing production, directing projects, and actively participating in post-production. I've had the unique opportunity to co-direct projects, further amplifying my creative impact.

## Skills

Extensive experience in audiovisual creation, leader of teams focused on content production and developer of ideas and trends using technological advances. Development of scripts and breakdowns. Ability for the editing and post-production process. I work on fiction projects, documentaries, and branded content, always looking to create innovative content that generates meaningful connections with contemporary consumers.

Tools	Languages
Premiere Pro - Team Projects Frame.IO Final Draft G-Suite Keynote	Spanish - Mother Tongue English - Advanced Catalan - Advanced

## Hobbies:

I enjoy going on long bike rides to explore new places and feel the freedom of the open road. Cycling keeps in peace and helps me to connect with nature. I also love to write and have been working on several scripts that I hope to get produced. Writing allows me to express my creativity and bring stories to life. But my favorite thing to do is spend time with my family. We love to travel, experience new cultures, and create lasting memories together. These adventures strengthen our bond and help me appreciate life beyond the written word.

**SERGIO  
OLIVEROS**

**CREATIVE  
PRODUCER**

Contact:  
+34 629 98 50 32  
[sergloliverosvega@gmail.com](mailto:sergloliverosvega@gmail.com)

BARCELONA  
2024