JENNY POMARES

CREATIVE DIRECTOR / VISUAL ARTIST

Creative producer and multidisciplinary visual storyteller with experience leading narrative-driven creative projects from concept through execution. Background in filmmaking, digital content, and graphic design, with a strong ability to translate strategy into effective visual identities and campaigns. Proven leader of cross-functional creative teams, managing production, budgets, and timelines while maintaining high standards of craft. Passionate about culturally relevant storytelling that connects creators and audiences across platforms.

EDUCATION

Bachelor of Applied Science in Film, TV, and Digital Production
Miami Dade College, School of Entertainment and Design Technology | Miami, FL | 2020

SKILLS

Creative Direction & Social Strategy

- Social-first campaign ideation and visual storytelling
- Creative concept development from brief to execution
- Brand identity, look & feel, and visual systems
- Audience- and culture-driven creative thinking

Production & Graphic Design

- Video production, editing, and post-production
- Storyboarding, layouts, and visual mockups
- Adobe Creative Suite (Photoshop, Premiere Pro, Illustrator)
- Filmora X, Canva Pro, Procreate

Leadership & Collaboration

- Creative team leadership and mentorship
- Cross-functional collaboration (copy, design, motion, video, strategy)
- Creative reviews, feedback, and presentation

Writing & Communication

- Narrative storytelling and script development
- Content writing for digital and social platforms
- Bilingual: English & Spanish

CERTIFICATIONS

Digital Marketing Certification
Hubspot Academy | 2025

- Gained expertise in content marketing, SEO, social media, email marketing, and paid advertising.
- Developed skills in data-driven decision-making and customer engagement strategies.

EXPERIENCE

Founder & Creative Director - Within A Frame Productions
Miami, FL 2020-PRESENT

- Founded and lead an independent production company delivering narrative-driven video, design, and social content for film and creator-focused projects.
- Collaborated with writers, designers, editors, and motion artists to bring creator-led projects to life through cohesive visual storytelling.
- Directed and produced short-form and long-form content, overseeing projects from ideation through post-production while maintaining creative quality and efficiency.
- Designed marketing materials, logos, posters, and digital assets to support film launches, festivals, and promotional campaigns.
- Served as Unit Production Manager on multiple productions, managing budgets, schedules, contracts, and logistics to ensure on-time, on-budget delivery.
- Led and mentored production teams and creative collaborators, fostering a collaborative, organized, and high-performing creative environment.

Equipment Room Specialist - MDC
Miami, FL 2017-2019

- Managed and maintained equipment inventory for film and production purposes, ensuring all gear was functional and well-organized.
- Assisted filmmakers and students in equipment selection, providing technical guidance to enhance project outcomes.
- Fostered collaboration and problem-solving within the student filmmaking community.

AWARDS

Winner: Best Female Director - GLIFF Awards 2025
Winner: Best Poster Design - AIM Film Festival 2025
Winner: Best Female Director - DMO Film Festival 2023
Winner: "Best Hope" Short Film - Reale Film Festival 2023

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