



DANI DÍAZ.

CASTING. STORYTELLER.
CREATIVE AND HUMAN.

(not in that order necessarily)

Every actor has a unique talent
waiting to be discovered, **and**
my passion is finding it.

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ABOUT ME

I am a publicist with 10 years of leadership experience in the creative industry of Peru and the world. In 2017 I joined the team of an important Peruvian **Film Distributor** where I created sales and advertising material nationally and internationally. As an advertising and marketing strategist. In addition to promoting the growth of the affiliates of the **Worldwide Audiovisual Women's Association**. Entering one of the most prestigious producers in Peru, in addition to knowing the international market, made me realize that this is the world in which I want to develop. I came to Barcelona and a new stage began. **It made me look at myself and specialize as a Casting Director.**

SINCE I STARTED IN THE CASTING WORLD...

I have gained experience in over 50 audiovisual projects in three languages:
Spanish, English, and Catalan..

EXPERIENCE

01. Casting Director (2022-Currently)

I have served as Casting Director for over 26 Spanish-language short films, many of which were produced by ESCAC FILMS and are currently being distributed and showcased at international festivals. Additionally, I have cast 13 short films in English, 4 in Catalan, 10 music videos for artists under the Universal label, as well as 4 fashion films and 3 commercial campaigns.

01. Peruvian Creative Creative Director (2012-2022)

Freelance of my own creative agency with important clients over the years such as: WAWA (Worldwide Audiovisual Women's Association), Lili Pink, Cirion, Tondero, Guru Explorers, The Popular Design, Chacarilla Design Market, among others. Carrying out 360 advertising, digital marketing, graphic and web design. Creative direction and Art direction. In addition to audiovisual and photographic material. Managing a team of 6 people.

02. Tondero Distribución

Diseñadora Publicitaria y Asistente de Marketing (2017-2019)

Leading company in the commercialization of Peruvian films, series and novels in Latin America. Carrying out advertising campaigns, execution of the marketing plan, international press management and design of material for international fairs, among the most important: NAPTE, CANNES, MIPCOM, MIPCANCIÓN, LA SCREENINGS Y VENTANA SUR.

03. VOTRÉ PHOTO&FILM

Segunda Cámara (2012-2019)

Company dedicated to professional photography and video for weddings, events, companies, fashion, advertising and art. Having occupied the position of second camera capturing the best moments and making the artistic creation of others.

04. BROTHER ESCUELA DE CREATIVOS - LIMA

General coordinator (2015-2017)

The most important School of Publicists and Creatives in Latin America who today work in the main agencies in the world. In charge of designing and creating the advertising material for the courses, communication and marketing for social networks of the new school based in Lima.

05. GT PRODUCCIONES

Creative Designer (2013-2014)

Leading producer in the production of BTL advertising campaigns and events with great characters from the entertainment world. Where I was in charge of carrying out the creation and concept of graphic and audiovisual pieces for different brands nationally recognized (Peru).

EDUCATION

MÁSTER OF CASTING DIRECTION - ESCAC/MADS (Barcelona, 2023)

Casting direction for fiction, advertising and entertainment.

MÁSTER STORYTELLING FOR BRANDS - ESCAC

(Barcelona, 2022)
Direction, realization and casting of audiovisual works oriented to the commercial world. Like : Branded Content, Fashion Films and Videoclips.

MASTER IN DIRECTING COMMERCIAL AND MARKETING - EALDE

(Online, 2017-2018)
Strategic commercial innovation, Digital Advertising on Google and social networks, e-commerce. Use of Digital Marketing to improve the user's shopping experience.

DIRECTION AND DESIGN ADVERTISING - TOULOUSE LAUTREC

(Lima, 2012-2016)
Bachelor / Degree

ART DIRECTION - EBA (Buenos Aires, 2016)

Summer School

SUMMER SCHOOL - BROTHER ESCUELA DE CREATIVOS

(Buenos Aires, 2016)
Curso de Verano

LANGUAGE

SPANISH ● ● ● ● ●

ENGLISH ● ● ● ●

HOBBIES

- PHOTOGRAPHY
- TRAVEL
- WRITE
- FILMS
- FASHION
- READ

SKILLS

- LEADER
- EMPATHIC
- CREATIVE
- COMMUNICATOR
- TEAM WORK
- ORGANIZED
- RESPONSIBLE

PROGRAMS

PHOTOSHOP ● ● ● ● ●

INDESIGN ● ● ● ● ●

OFFICE ● ● ● ● ●

LIGHTROOM ● ● ● ● ●

ILLUSTRATOR ● ● ● ● ●

PREMIERE ● ● ● ● ●

KEYNOTE ● ● ● ● ●

HTML ● ● ● ● ●

THANK YOU!