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MARTINA VILLAMAYOR

PRODUCTION DESIGNER, PERFORMANCE PRODUCER

SUMMARY

Dynamic multidisciplinary **creative producer and performance maker** with a focus on **movement, atmosphere creation and music visualisation**. Passionate about **film, theatre, and contemporary culture**. Proven expertise in **social media strategy, choreography and visual storytelling** through live and digital platforms.

SKILLS

Soft: Project Management, Problem Solving, Detail Oriented, Trend Analysis, Team Communication and Customer Relations.

Technical: Videography, Adobe CC, Sound/LX engineering, Budgeting and Scheduling, Management software, Dance Training

Languages: English (Fluent, C2), Spanish (Native), French (Intermediate).

EDUCATION

Central Saint Martins, London, UK

BA Performance: Design and Practice: First Class Honours. **Production, design and creative direction** for **film and theatre**. With a focus on **brief analysis, conceptual and image research, collaboration, and audience engagement** through **storytelling**.

Camberwell College of Arts, London, UK

Foundation Diploma in Arts and Design: Distinction. Specialisation for Theatre, Screen and Performance. Specialisation in **multimedia storytelling through design, music and movement direction**.

Academica, Remote, United States

Dual Diploma: Grade: A. English, US History and Government, Life Management Skills and **Photography**.

EXPERIENCE

Facilitator and Social Media Manager – Moving Waves, London UK (2024-Present)

- **Dance teacher** to 4-13 year olds. **Produced, choreographed and designed sets and costumes** for end-of-year showcases.
- Increased studio engagement through **videography, content creation, and social media management**.

Educator – Lululemon, London UK (2024-Present)

- Enhanced customer relations by providing advice on products based on taste and performance, as well as **analysing social media trends to understand audience preferences**.

Sales Assistant and VM Coordinator – Petit Bateau, London UK (2022 - 2024)

- Assisted with **reporting, banking and sales target calculations** as well as coordinating inventory management to meet **KPIs**.
- **Designed and implemented engaging store displays**, optimising product placement.
- Enhanced **customer experience** through excellent service.

Residential Advisor and Events Coordinator – EXPLO Wellesley, Massachusetts USA (2023)

- **Filmmaking and Drawing instructor** for 15-17 year-old students. Obtained Student Centred Teaching [certificate](#).
- Organised **program scheduling** and managed event and trip **logistics** for high-profile educational program.
- Assisted in **venue preparation, staff coordination**, ensuring smooth event running.

Design Coordinator – Pointe Black and Glitz Makeup Technology, London UK (2020 - 2021)

- Created digital content and brand visuals, including illustrations, **video assets** and **product photography** for **Instagram, TikTok, Youtube and LinkedIn**. Increased **social media presence** through content aligned with **audience insights and visual trends**.
- Tracked **social media trends and performance insights** to inform **marketing strategy**.
- Increased **audience engagement** through **CRM, newsletter Coordination, and Community management**.

PROJECTS

Troubled Females (2025) - Sound engineer for Drag play directed by Pablo Temboury at Oxford House Theatre.

[Time Will Tell \(2024\)](#) - **Creative, producer, choreographer, set designer, MUA and technician** for collaborative performance festival.

[Wooden Floors, Yellow Walls \(2024\)](#) - **Co-producer, director, videographer and editor** for concept album film for music Olly Simmons.

In Focus: Perspectives and Dreams (2024) - Producer and curator for screening at CSM showcase, presenting the work of 15 filmmakers.

[A Bell in the Dark and Worldeater \(2024\)](#) - **Sound designer and engineer** for Plays directed by Olivia Carpenter and Simone Martis.

Unapologetic (2024) - Performer and production assistant for immersive show, part of a commercial dance training company.

[A Thousand Truths \(2023\)](#) - **Director, videographer and editor** for independent documentary.

[When a Lamb Runs it Runs Fast \(2023\)](#) - **Sound designer and operator**, and set designer for play directed by Pete Brooks.

[Refraction \(2022\)](#) - **Director and videographer** for music film commissioned by London Sinfonietta, premiered at Southbank Centre.