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MARTINA VILLAMAYOR

CONTENT CREATOR

SUMMARY

Dynamic multidisciplinary Movement Artist and Performance designer with a strong foundation in choreography, theatre tech and sound design. Proven track record of driving 3x audience engagement on social platforms, skilled in production design, videography, audio-visual storytelling, and quick-turnaround project management.

SKILLS

Creative tools: Adobe CC, Final Cut, Miro, Camera (Sony, Canon, Blackmagic), Logic and Ableton. Technical sound/LX, MS Office.

Admin: Customer relations, venue bookings, SM strategy, client briefing, copywriting, scheduling, trend monitoring, design thinking.

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

EDUCATION

Central Saint Martins, BA Performance: Design and Practice. London, UK

First Class Honours. **Production, design and creative direction** for film and theatre. Specialised in audio/visual storytelling and collaborative media production, with a focus on visuals for music.

Camberwell College of Arts, Foundation Diploma in Arts and Design. London, UK

Distinction. Specialisation for Theatre, Screen and Performance. Focused on **Design Thinking**– Brief interpretation, Brainstorming, research and moodboarding, development and client pitching. **Storytelling** through design and movement direction.

EXPERIENCE

Events and Admin Assistant, Facilitator – Moving Waves, London UK (2024-Present)

- Increased TikTok engagement by 300% in three months through SM management, and community-driven content creation.
- Led creative direction and technical production for end-of-year performance at Jacksons Lane, featuring 100+ students.
- Dance and Theatre teacher for 4-13 year-old students (DBS checked and Safeguarding trained.)

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

- Organised program scheduling and managed event and trip logistics for high-profile educational program.
- Filmmaking and Drawing instructor for 15-17 year-old students. Obtained Student Centred Teaching [certificate](#).

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

- Created digital content and managed content pipelines for brand visuals.
- Tracked social media trends and performance insights to inform marketing strategy.
- Increased audience engagement through CRM, newsletter Coordination, and Community management.

Additional Experience in Customer Facing Roles - Lululemon Athletica (2024-2025) and Petit Bateau (2022-2024), UK.

- Educator at Lululemon: Collaborated in audience research and applied insights to sales strategy.
- VM Coordinator at Petit Bateau: Assisted Store Manager with reporting, banking and target calculations to meet KPIs.

COMPANIES

Angletwitch - Resident **Dancer** (2025-Present)

Unapologetic - Commercial training company (2024).

Shway Style UK - Street style training (2025-present)

Arts Dance - Heels competition group (2022-2023)

RELEVANT PROJECTS

Choreographed works

- [Intertwined \(2025\)](#) - Concept film featuring 10 dancers, looking at club settings and relationships (ongoing)
- [Anahí \(2024\)](#) - Live performance blending contemporary, Latin American folklore, physical theatre and technology.
- [Refraction \(2022\)](#) - Music film commissioned by London Sinfonietta, Premiered at Southbank Centre.

[Wooden Floors, Yellow Walls \(2024\)](#) - Concept music film, collaboration with artist Olly Simmons.

- **Role:** Co-producer, director, videographer and editor.
- **Impact:** Featured at CSM Summer Showcase, Led a cast and crew of 15+ creatives.

[Time Will Tell \(2024\)](#) - Collaborative performance festival, Opened by dissertation piece 'Anahí'.

- **Role:** Creative director, producer, choreographer and set designer.
- **Impact:** Three sold-out performances, featured at CSM Summer Showcase.

[In Focus: Perspectives and Dreams \(2024\)](#) - Screening event at Platform Theatre.

- **Role:** Curator and Producer
- **Impact:** Two sold-out screenings featuring the work of 15 artists.

Other sound-related projects: Troubled Females (2025), [World eater](#) and A Bell in the Dark (2024), [When a Lamb Runs it Runs Fast](#) (2023).