

**Trina Bardusco –Producer and Director**  
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*Dynamic bilingual storyteller with 15+ years' experience taking dozens of hours of programming from development to delivery, including 600+ digital and social videos. Skills: RFP navigator, aspirational content creator, documentary filmmaker, mobile first thinker, viral concept chaser, series format builder, organic integrator, pitch presenter, contract negotiator, Spanish language expert, Latinx culture promoter, woman director, celebrity "whisperer", talent groomer.*

**August 2018 – October 2018**

**Clairity, A Plus**  
**Chicken Soup for the Soul Entertainment**  
**Director/Producer**

- Directed and Produced a mini documentary series of six, five minute long episodes with millennial host on established fashion and beauty brands having a positive impact for A Plus (aplus.com) a digital media publication founded by Ashton Kutcher that pursues positive journalism, reaching 200 million monthly viewers
- Developed overarching concept of series and wrote episode ideas, working closely with marketing executives
- Booked a-list guests, including celebrities, *influencers* and entrepreneurs in fashion, beauty and wellness
- Groomed host and directed talent and crews on set
- Oversaw general production, including budget, locations and schedules
- Supervised post production, writing voice over, guiding graphic designers and giving notes to the editor

**Multiple projects, Flamenca Films**  
**Founder/ Executive Producer/ Director**

**August 2015 – May 2018**

- Created the Going Solo series about travel for transformation that incubated as part of a year long fellowship in 2017 at the Made in NY Media Center by IFP (Independent Film Project). The entrepreneurial fellowship was granted to Flamenca Films for championing multiculturalism, women and the Latinx community. It included a work space, one-on-one meetings with industry mentors and courses in media financing, marketing and new technology that were successfully completed
- From script to screen, created four series of twelve episodes each for, *Vivala*, Cafe Media's platform for millennial Latinas. They included a docu-reality series with Jackie Cruz from Orange is the New Black, and other lifestyle programs with *influencers* in the fashion, beauty and fitness space, garnering thousands of video hits on social media

**April 2017 – June 2017**

**Every Step Of the Way, AARP**  
**The New Yorkian/Desposito and Partners**  
**Producer**

- Produced award-winning, Spanish language digital documentary sponsored by AARP about Latinx caregivers that went viral with over ten million clicks on social media
- Oversaw every aspect of production, casting real people in major Latinx markets and working closely with the agency and AARP to find stories that were on brand and aligned with their messaging

**February 2017 – March 2017**

**10th Anniversary Video and Series, Time Warner Foundation**  
**Producer**

- Produced a seven minute corporate video, and six short digital documentaries, celebrating Time Warner Foundation's 10th Anniversary and their continued support of diversity initiatives in major cultural institutions
- Oversaw all aspects of production, including interviews with filmmakers and industry leaders such as Robert Redford (Sundance), Jane Rosenthal (Tribeca Enterprises) and Oskar Eustis (Public Theater)

**Habla y Vota, HBO Latino**  
**Executive Producer**

**April 2016 – September 2016**

- Through first production company, Latino Media Works, produced the award-winning, sixteenth installment of the HBO original broadcast documentary series, *Habla y Vota*
- Oversaw every aspect of *Habla* (which means 'speak' in English) that captured the U.S. Latinx experience of voting through testimonials from real people and celebrities such as George Lopez, Jorge Ramos and Adrienne Bailon

## **Multiple Programs, Yahoo**

**December 2008 – January 2015**

### **Prime Content**

#### **Executive Producer/Head of Hispanic**

- Worked closely with Yahoo editorial and Procter and Gamble agencies as part of the in-house production team, Prime Content, to create multiple branded programs in the women's lifestyle space
- Created 500+ on trend videos from script-to-screen, in both English and Spanish, for *Yahoo en español* platform, *Yahoo Mujer*, that boasted 100 million unique monthly visitors in the U.S.
- Proved to be a key brand liaison for the different agencies and show sponsors, understanding the art of authentic contextual integration into Latinx and women's programming
- Used brand briefs to develop concepts, finding clever ways to integrate products, ensuring *clickable* headlines and strong takeaways for international audiences
- Directed on set, secured high-level talent, wrote scripts, articles and social content, and oversaw all aspects of production and post-production
- Brands: Covergirl, Pantene, Tide, Bounty, Olay, Dawn, Charmin, Crest, Herbal Essences, Vidal Sassoon

## **Habla, HBO Latino (U.S.)**

### **Latino Media Works**

**February 2002--September 2016**

#### **Executive Producer/ Director**

- Commissioned to fully produce HBO's award winning documentary series, *Habla*, that once a year, and for over a decade, featured hundreds of interviews where Latinxs from all walks of life, including dozens of celebrities, shared their personal stories. The series started off as an on-air image campaign that evolved into the program
- Delivered fourteen, one hour long specials with the HBO stamp of approval comprised of a string of testimonials. In addition, directed three added value documentary shorts on Day of the Dead and the making of *Habla*
- Created budget and time-lines, researched stories, secured celebrity talent, cast real people, contracted vendors, produced multiple shoots, supervised post production
- Notable celebrities: Lin-Manuel Miranda, Rita Moreno, Jimmy Smits, George Lopez, Gina Rodriguez, Daisy Fuentes, Soledad O'Brien, Junot Diaz, Danny Trejo, Luis Guzman, Dolores Huerta, Ruben Blades, Charo

## **Viva Voz, V-Me**

### **PBS/Channel Thirteen NYC**

**November 2006 – December 2008**

#### **Executive Producer**

- Launched Viva Voz, a nightly current affairs program for V-me, the first-ever national Spanish-language television network presented by public television stations which reached more than 70 million U.S. households
- Created the first 140+ studio shows with legendary CNN en español anchor, Jorge Gestoso, managing a team of 25+ and featuring high caliber Latinx guests in politics, entertainment and the arts. In addition, produced seven, hour-long specials, including an in depth look at Latinx in the military, Latinx building New Orleans after Katrina and the 10th Anniversary of Guggenheim Museum in Bilbao, Spain
- Oversaw every aspect of production, choosing relevant celebrity guests, overseeing content in the control room, and providing scripts and interview questions for host

### **Education**

- Hunter College, Bachelor of Arts in Creative Writing, Spanish Literature, Honors Program GPA 3.9 & Phi Beta Kappa
- Fulbright Scholarship to Spain for project "Flamenco's Duende and Deep Song" (1999-2000)

### **Organizations and Awards**

- White House Entertainment Consortium Collaborative Outreach Program under President Barack Obama
- Imagen Award: HBO Habla documentary series
- Fellowship at Made in NY Media Center by IFP (Independent Film Project)
- Access Latina: Awarded incubator program and membership for Latina Entrepreneurs
- PRSA Big Apple Awards for AARP documentary *Every Step of the Way for "Best Cultural Insight"* and Grand Prix at the Hispanic Ad/Culture Marketing Council Awards