

vera calder

CREATIVE STRATEGY / BRAND STORYTELLING / MULTIMEDIA

I make complex ideas feel human—through language, design, motion, and forward-thinking production.

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01 PROFILE

Multidisciplinary creative with nearly a decade of experience shaping corporate communications, social campaigns, executive thought leadership, visual systems, and film and documentary work. I move from brief and strategy to copy, design, production, and final review—turning complicated ideas into clear, memorable work.

02 EXPERIENCE

THE EXCO GROUP

SENIOR MULTIMEDIA SPECIALIST

Hybrid / 2021–2025

- Partnered with former executives from Fortune 100 and Fortune 500 companies to translate decades of leadership experience into interviews, videos, carousels, quote graphics, editorial, and social content.
- Helped reposition the brand around high-value executive thought leadership across LinkedIn, Instagram, Facebook, web, and search channels, contributing to 50%+ audience growth over four years.
- Wrote, edited, and repurposed long-form interviews and articles into short-form video, social copy, graphics, carousels, editorial, and web content while maintaining a consistent brand voice.
- Assumed interim coordination, creative-review, and execution responsibilities during the Global Marketing Director's approximately year-long absence, coordinating a two-person design team's work and final quality review.

RENDER ROOM

QUALITY CONTROL PRODUCER

Remote / 2020–2021

- Reviewed educational media for factual accuracy, grammar, accessibility, and visual/audio consistency; created repeatable standards for a distributed postproduction workflow.
- Managed editing assignments, delivered actionable feedback, and verified revisions before final approval.

FILM / TELEVISION INDUSTRY

PRODUCER / PRODUCTION MANAGEMENT

San Juan / 2017–2020

- Production-managed commercial work for brands including McDonald's, AT&T, Doritos, Pepsi, Burger King, and Claro, overseeing crews of four to 50+ people, budgets above \$300K, locations, permits, schedules, vendors, and delivery.
- Served as the primary production contact for agencies and in-house marketing leaders, presenting proposals and updates, receiving creative direction, and translating stakeholder feedback into action throughout each shoot.

03 SELECTED OUTCOMES

50%+

AUDIENCE GROWTH

Four-year social transformation and rebrand

53.4%

COST REDUCTION

External SEO services through stronger workflows

500K+

ONLINE VIEWS

Candlelight: Life After the Storm

04 WORKING RANGE

- Creative direction & concepting
- Copywriting & editorial review
- Visual design & brand systems
- Video & multimedia production
- Campaigns & social content
- Stakeholder & client alignment
- Budgets, schedules & vendors
- Generative AI workflows

05 SELECTED PORTFOLIO WORK

PROFESSIONAL / IN-HOUSE

EXECUTIVE THOUGHT-LEADERSHIP SYSTEM

Transformed interviews with former Fortune 100 and Fortune 500 leaders into a cross-channel content system spanning video, social, graphics, editorial, and web—contributing to 50%+ audience growth.

PUBLISHED / COMMERCIAL

BOOK COVER DESIGN

Designed a production-ready cover for commercial publication, applying typography, hierarchy, grid, spacing, and layout from concept through final delivery.

SPECULATIVE CONCEPT

AI CONSULTING IDENTITY

Built a visual identity concept exploring typography, layout, brand voice, and consistent application across assets.

SPECULATIVE CONCEPT

FOOD-DELIVERY CAMPAIGN

Developed audience strategy and campaign copy demonstrating social-first messaging, brand voice, and integrated storytelling.

06 SELECTED FILM & DOCUMENTARY WORK

AROUND THE PIANO

CLIENT-COMMISSIONED DOCUMENTARY

Directed a documentary for a historic Old San Juan hotel, shaping its narrative and visual approach in collaboration with clients and stakeholders. Supported production management and editing from planning through final delivery.

CANDLELIGHT: LIFE AFTER THE STORM

SHORT DOCUMENTARY / HURRICANE MARIA

Wrote, directed, produced, and edited the Hurricane Maria documentary, which reached 500K+ collective online views, screened out of competition at Sundance, and earned Best of Fest, Best Short Documentary, Audience Choice, and Best Female Representation honors.

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07 AWARDS AND RECOGNITION

SUNDANCE / CANNES

Director and writer for the short film *Y ya no te gustas* which screened out of competition at Sundance and Cannes. *Candlelight* had a special screening at Sundance as well.

HORIZON AWARD

Selected from 400+ submissions for the Horizon Award, a mentorship and grant program for female-identifying directors founded by Cassian Elwes, Lynette Howell Taylor, and Christine Vachon.

BEST EMERGING DIRECTOR

Sunscreen Film Festival, St. Petersburg.

CANDLELIGHT HONORS

Best of Fest / Best Short Documentary / Audience Choice / Best Female Representation.

SYRACUSE UNIVERSITY SCHOLAR

Summa cum laude with Honors; 3.89 / 4.0 GPA.

08 EDUCATION

SYRACUSE UNIVERSITY

S.I. Newhouse School of Public Communications

B.S. Television, Radio & Film / May 2016

09 CERTIFICATIONS

Design Fundamentals with AI
/ Adobe / 2025

Social Media & Digital Marketing
Fundamentals / DMI / 2024

10 TOOLS / LANGUAGES

Adobe Premiere Pro
Photoshop / InDesign
Adobe Express / Canva
Figma (foundational)
WordPress / SEO & analytics / HubSpot
Asana / Monday.com
Generative AI & prompt engineering
English / Spanish