

JASIEL LOUISON

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EDUCATION

Fordham University, New York, NY *Bachelor of Arts in Political Science*

AWARDS AND HONORS

Ghetto Film School Alumni 2018, Mythical Entertainment 2022 Creator Grant

RELEVANT EXPERIENCE

Walmart x Wocstar, *Director and Producer, Freelance* November 2023 – Present

- Collaborate with small businesses, to create commercial and social content that promotes brand awareness.
- Creatively and logistically oversee all phases of production for multiple media assets.
- Hiring local freelancers and vendors for production needs.

Uptown Shots, *Studio Creative Director, Contracted* November 2023 – Present

- Directed and developed creative concepts, overseeing all stages of production from ideation to final delivery.
- Spearheaded social strategy initiatives to craft compelling visuals that resonate with target audiences.
- Oversee studio bookings, working with clients to achieve desired lighting design.

Red Bull Establish the Shot, *Director and Producer, Contracted* April 2024 – September 2024

- Conceptualize an authentic story about the Wings for Life World Run that promotes spinal cord injury awareness.
- Collaborated with internal teams; creative, marketing, and brand partnerships; and Wings for Life ambassadors to translate brand messaging and values into compelling storytelling experiences.
- Managed and optimized production budgets, resource allocation, and vendor negotiations to maximize efficiency.

Production Assistant, *Freelance* May 2023 – January 2024

- Assist in the coordination and execution of various production tasks, including set preparation, managing daily schedule, equipment setup, and location scouting.
- Recent projects: Paramount Documentary - As We Speak, Commercials: New York Lottery, and Pure Leaf

Park Pictures, *Office and Production Assistant Intern, New York, NY* May 2023 – August 2023

- Support features and commercial departments in script coverage and creative deck coverage.
- Assist on New York-based commercial and film shoots as a production assistant.
- Assist in office upkeep, guest reception, and production coordinators on commercial projects.

SELECTED PROJECT

The Ocean Listens to No One, *Director, Ghetto Film School x Dell Iceland Thesis Fellowship* May 2022 – May 2023

- Coordinate with the international production team and producers to curators' creative vision.
- Communicate with local Icelandic actors to produce dramatic and captivating performances.
- Create promotional material for Dell and Meta for the film's marketing.

Reverie, *Writer and Director, Ghetto Film School NY Frick Collection Thesis Fellowship* May 2021 – April 2023

- Coordinated with production team, producers and museum curators to pinpoint creative vision.
- Motivated actors to produce the best dramatic performance through rehearsals.
- Oversaw pre-production, production, and post-production creative decisions.

SKILLS AND LANGUAGES

Adobe Premiere, Photoshop, Microsoft Word, Conversational French, 16mm film and super 8mm film, Arri mini, Red Dragon and DSLR camera operation, Social Media: Facebook, Instagram, Snapchat, TikTok.

INTERESTS

Social Media, Film Directing, Social Activism, Film Photography, Podcasts, Fashion.