

# Yalda Maria

## Producer & Director

she/her

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Location: Vienna | Berlin  
Driving Licence: Class B  
Fluent in German & English

### IT-Skills

Google Workspace  
Microsoft Office Suite

### Education

Bachelor of Arts  
International Development  
University of Vienna

## Profile

Producer and Director with 10+ years of experience in commercial film, branded content and documentary. For commercial and advertising projects, I bring structure, budget discipline and client management to the table – having delivered successful campaigns for brands including Raiffeisen Bank International, Anthony Morato, Erste Bank and the Austrian government. On the documentary and branded content side, I step into the director's chair for TV stations and commercial clients – with a sharp eye for authentic storytelling shaped by my Austrian-Iranian heritage.

## Experience

### Freelance Producer & Director, Vienna

(07/2021–present)

Production of commercial film and branded content projects for agencies and direct clients – with budget responsibility up to €150,000, crew management, casting and shoot planning. Additionally directing documentary and branded content formats for TV stations and commercial clients. Clients include: ORF, Erste Bank, Bitpanda, Strabag, Austrian Federal Railways, Raiffeisen Bank International.

### Head of Social Media, Cabinet of the Minister of Health, Vienna

(11/2020–07/2021)

Responsible for the social media communications of the Austrian Minister of Health during the COVID-19 pandemic. Implementation of communication strategies, editorial work and production of text, video and photo content for crisis communications.

### Creative Producer, MXR Productions, Vienna

(03/2019–07/2020)

Creative development of briefings and concepts alongside full production management of commercial film and content projects. From first idea to final cut – including budget responsibility, editorial research, crew management, casting and shoot planning.

### Creative Producer, Knock Knock, London

(04/2018–02/2019)

Creative and organisational lead on corporate film and branded content projects for the British market. Budget planning, shoot coordination, client and agency management.

### Creative Producer & Junior Account Manager, Factory Media, London

(04/2016–03/2018)

Production and account management for film and photo projects in the action sports and lifestyle sector – including work for Nike Skateboarding.

### Editor-in-Chief, snowboarderMBM, Munich

(11/2015–03/2016)

Head of the online editorial department of the German snowboard magazine.

### German Editor, Onboard, Munich

(05/2014–10/2015)

Editorial reporting, interviews and content production for Europe's leading snowboard magazine.

### Freelance Online Editor, VICE Alps, Vienna

(12/2011–12/2013)

### Internship Events, Austrian Cultural Forum, Berlin

(07/2013–09/2013)

### Internship Editorial, TimeOut Magazine, Beirut

(08/2011–09/2011)

# Walter