

MARIA EMILIA MERLINO

SENIOR CREATIVE PRODUCER & GLOBAL ACCOUNT LEAD

Creative technology | Experiential production | International operations | AI-assisted content

Buenos Aires, Argentina (UTC-3) | Dual Argentine-Italian citizen | Argentina and EU work authorization

merlinomemi@gmail.com | +54 9 11 6651 6428

linkedin.com/in/mariaemiliamerlino | dobleparcreative.com



PROFESSIONAL SUMMARY

Senior producer and client-services lead with 10+ years of experience across creative production, entertainment, experiential marketing and international operations. Leads complex work from brief, scoping and budgeting through cross-functional production, vendor coordination, client approvals and final delivery across USA and LATAM markets. Combines account leadership, operational rigor and creative judgment across physical, digital and AI-assisted production.

CORE EXPERTISE

Global Account Management | Integrated & Experiential Production | Creative Technology & AI | Live Events & BTL | Briefs, Scopes & Budgets | Client Presentations | Vendor & Stakeholder Management | International Logistics | CRM & Operations

PROFESSIONAL EXPERIENCE

BERMUDA CREATIVE LAB

Senior Account Producer - USA & LATAM

Jan 2026-Present | Buenos Aires / International

- Lead client-facing creative-technology and experiential work from brief, scoping and budgeting through production, review cycles and final delivery.
- Coordinate multidisciplinary teams across creative, design, 3D, animation, AI, technology, large-format content and physical production.
- Manage agency, brand and vendor stakeholders, consolidating feedback, surfacing risks and converting evolving requirements into clear production actions.
- Develop proposals, presentations, estimates, schedules and approval plans for agencies including GUT, Grey, Havas, Leo Burnett and Ogilvy and brands including Bank of America, Sanofi, Mercado Libre, TELUS and Arcor.
- Lead HubSpot implementation across CRM structure, pipelines, automation, reporting and team adoption.

DOBLEPAR

Co-Founder | Creative & Commercial Producer | *Concurrent entrepreneurial venture*

Current | Buenos Aires / International

- Co-lead an independent studio integrating creative direction, audiovisual production, AI-assisted content, brand experiences and technology.
- Translate opportunities into briefs, concepts, credentials decks, proposals, budgets and production approaches.
- Develop visual directions, pitch visualizations, campaign systems, key visuals, motion and social adaptations across multiple formats.
- Manage client presentations, partners, specialist collaborators, feedback and approvals from opportunity through delivery.

INDEPENDENT CREATIVE PRODUCTION

Creative Producer & Project Manager

Feb 2023-Dec 2025 | Freelance

- Produced branded experiences, corporate events, marketing activations and internal communications.
- Managed briefs, project plans, budgets, vendors and multidisciplinary teams from planning through execution.

ESTAMOS FELICES AGENCY

Advancing & Logistics

Jul 2023-Apr 2024 | Buenos Aires / International

- Managed advancing and logistics for a 29-artist roster, coordinating promoters, touring, transportation, accommodation, flights, artwork, ticketing and payments.

LIVE NATION / DF ENTERTAINMENT

Sustainability Lead & Producer

Jul 2022-Jul 2023 | Buenos Aires

- Built and led DF Entertainment's Sustainability department from scratch, managing operations across major concerts and festivals, including the local implementation of Coldplay's touring sustainability program.
- Selected events and tours include Coldplay, Lollapalooza Argentina 2023, Dua Lipa, Guns N' Roses, Harry Styles, Primavera Sound and Alicia Keys.

SONY ARGENTINA

Corporate HR Operations

Mar 2022-Feb 2023 | Buenos Aires

- Managed billing, SAP workflows, facilities coordination and executive travel logistics.

LOUNGE STUDIOS - NEW YORK CITY

Studio Manager Intern

Aug 2021-Feb 2022 | Times Square, New York City

- Managed scheduling and artist sessions across audio, podcast and photography studios; prepared technical setups and coordinated client and artist hospitality.

TEMPLE CRAFT RECOLETA

Marketing Manager

Feb 2018-Dec 2019 | Buenos Aires

- Led marketing strategy, consumer experience, artist and DJ booking, events and brand activations.

LA RANA CLUB

Producer, Marketing, Sales & Event Manager

2012-Sep 2018 | Buenos Aires

- Produced and marketed an amateur football tournament and community events, managing operations and participant experience.
- Led sales, communications, sponsorships and brand partnerships.

SELECTED WORK

- **US marathon programs:** Projection mapping, large-format 8K content and public-facing experiences across Boston and Chicago.
- **Poett / Clorox - Random + DOBLEPAR:** Adapted an existing hero into 16 instreams and bumpers, creating AI assets and reconstructing spaces from the original footage.
- **Hyperreal character production:** Three character builds combining digital sculpting, skin texture development and physical fabrication.
- **Sanofi - AAD Denver:** Four large-scale fabricated balloon sculptures for a live brand experience.

EDUCATION

UADE: Artistic & Musical Show Production | 2017-2020

Digital House: Digital Marketing | 2021

LANGUAGES & TOOLS

Languages: Spanish - Native | English - Bilingual / full professional proficiency

Tools: HubSpot | Instagantt | SAP | Google Workspace | Microsoft Office

Generative production: Kling | Seedance | Magnific | Nano Banana | Freepik AI