MILDREY MARYLA RUIZ FUENTES

Filmmaker, DOP & Video Editor

Ciudad Real, Spain · Spanish citizen (EU) · Available for remote work and projects across Spain
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PROFESSIONAL PROFILE

Filmmaker, DOP & Video Editor with 15+ years creating content that connects brands with their audiences across advertising, documentary, television and social media. Co-founder of La Rueda Films (1,000+ projects delivered) and lead director and team lead for Havanatur, with 300+ pieces for campaigns on social media, web and TV. I combine cinematic quality with digital marketing strategy, certified by HubSpot Academy in Digital Marketing, Digital Advertising, Inbound, Content and Social Media Marketing and AEO: every video has a clear goal, is built for each platform and delivers measurable results. End-to-end command of the workflow, from concept and script to multi-camera shooting, editing and color grading, integrating generative AI and data analysis. Clients in the UK, USA, Italy, France and Spain.

CORE SKILLS

- **Directing & production:** scriptwriting and storytelling, shoot directing, live multi-camera directing and switching, field and line production, crew leadership.
- **Cinematography & lighting:** director of photography (DP), A/B camera, lighting, gimbal, drones (certified pilot).
- **Digital content:** reels and vertical formats (9:16), promo clips, BTS, institutional, corporate and tourism video, content strategy.
- **Post-production:** editing, color grading, motion graphics, subtitling; applied AI (image/video generation, generative fill, voice isolation).
- **Design & data:** graphic, web and UI/UX design, metrics analysis.

TOOLS & SOFTWARE

Editing, color & audio: DaVinci Resolve Studio, Adobe Premiere Pro, After Effects, Audition, Photoshop.
Generative AI: Runway, Sora, Kling, Seedance, Higgsfield, Midjourney, ChatGPT, Claude.
Design, web & data: Figma, Illustrator, Canva, CorelDRAW, WordPress, Wix, Power BI, Excel, Python.

PROFESSIONAL EXPERIENCE

Social Media Content Creator & Filmmaker

Art Music S.r.l. (Bassano del Grappa, Italy) **2025 – present**

- Shooting, editing and post-production of music videos, promo clips and behind-the-scenes (BTS) content for the label's artists, delivered in social media formats.
- Filmed and edited studio sessions with Art Music Studio artists including Aleph, Giorgio Canali, Stewie DC, Frigidaire Tango, The Vindicators, M Alfonso, Síntesis (Cuba) and Nocturne (Siouxsie & The Banshees tribute band), among others.
- Projects for Frigidaire Tango ("Modern Vintage Wave") and Stewie DC ("In futuro il silenzio").
- Websites developed from scratch: Frigidaire Tango, The Vindicators and, in development, Art Music Studio and Art Music Group.
- Created a new marketing and advertising strategy for Art Music Studio, Frigidaire Tango and The Vindicators.

Director's Assistant, DP, Field Producer & Editor

Kirby Allison Productions (USA) **2023 – 2026**

- Assistant directing, cinematography, field production and editing of luxury documentary series on the world of Cuban cigars and Havana architecture ("The Magic of the Behike", "Trinidad Series", "Havana: The Golden Era") for an international premium audience.

Director, Director of Photography & Content Creator · Team Lead

Havanatur S.A. (Cuba) **2022 – present**

- 300+ audiovisual pieces directed and edited as lead director and team lead for one of Cuba's largest tourism companies.
- "Atrévete a vivirlo" campaign (main film, TV spots and tourism reels), summer campaigns (2023–2026) and Gran Retto campaigns (2024–2026): spots, reels, clips and event recaps.
- Corporate videos (2024–2026). End-to-end workflow —location scouting, concept, shooting, editing, color grading and delivery— for social media, web and television.

Co-founder, Director & Editor

La Rueda Films (Cuba) **2019 – present**

- 1,000+ projects delivered across advertising, documentary, music and live events (multi-camera directing and streaming), for clients in the UK, USA, Italy, France and Spain.

- TV series (2020–2025), directing and editing: “Estamos Contigo” (570+ episodes on Cuba’s musical legacy: Omara Portuondo, Orquesta Aragón, Elíades Ochoa), “Sabe a Cuba” (34-episode cooking reality show with Spanish chef Miguel Ángel Jiménez “Chefarándula”), “Reinventarse” (12) and “Distancias Conectadas” (8).
- “Corazón Feliz”: shoot director for 25+ seasons of the children’s program and all 5 editions of its arts festival.
- Advertising campaigns for Havana Club S.A. and Iberostar; concerts, studio sessions and music videos for Silvio Rodríguez, Pablo Milanés, Horacio “El Negro” Hernández and Bobby Carcassés, among others.

B-Camera Operator & Field Producer
BBC (UK) · “Habaneros”, dir. Julien Temple **2014 – 2018**

- B-camera and field production on the feature documentary, handling production logistics alongside camera department duties.

Manager, Producer & Filmmaker
Frank Delgado (singer-songwriter) **2005 – 2019**

- Directed, shot and edited all of the artist’s audiovisual content: concerts, music videos, promo clips and tutorials.
- Artist management, press and production of international tours (Canada, USA, Mexico, Argentina, Colombia, Ecuador, Uruguay and Paraguay).

Earlier Career
Freelance · InCloud9 · The Havana Company **2001 – 2018**

- Independent DP, director and editor (2006–2018), leading own crews and projects since 2012; web, graphic and multimedia design at InCloud9 (2006–2018) and The Havana Company (2001–2006).

SELECTED INTERNATIONAL COLLABORATIONS

Film & Documentary

- **“Laura Alonso: A Cuban Dynasty”,** dir. Anthony Souter (UK) and Francesca Prandi (Italy) — DP and A-Camera.
- **“Timbalaye”,** dir. Lucian Segura, AVED Producciones (Spain) — B-Camera and shoot producer.
- **“Mi sueño cubano”,** dir. Christian Dehugo (Spain) — DP and B-Camera.
- **“Eyes in Havana” and “EYES en Plaza Vieja”,** dir. Iván Falardi (Italy) — B-Camera and editor.
- **“Batista Syndrome”,** dir. Steve Fagin (USA) — B-Camera.

Music & Events

- International Jazz Day (UNESCO / Herbie Hancock Institute) — DP and A-Camera for the event documentary in Havana, alongside Quincy Jones, Marcus Miller, Esperanza Spalding and Richard Bona.
- JazzPlaza International Festival 2025–2026 for Mezzo TV (France) — camera operator on concert series directed by Sonia Paramo and Patrick Lauze.
- **Concerts & festivals:** Emmet Cohen, Dominic Miller, Dave Weckl, Will Calhoun, The Fleshtones, Andy y Lucas, Amistades Peligrosas; San Remo Music Awards, Gibara International Film Festival and Habano Festival, among others.

AWARDS

- Premio Caracol 2017 (Best Cinematography, “Enrique Pla: El Drums en Cuba”) · Cubadisco Awards (2017–2026) and Lucas Awards (2021): multiple wins and nominations.

EDUCATION, LANGUAGES & SPECIALIZATION

Education: B.Sc. in Computer Science — University of Havana.
Languages: Spanish (native) · English (C1) · French (B1) · Italian (reading and comprehension; basic speaking).
Specialization: 40+ certifications (2026) behind my filmmaking, marketing and web work: advertising, web, AI and data.
Marketing & content: I plan content and campaigns by objective and measure the results on each platform. Certified: HubSpot Academy (11 courses, incl. Digital Advertising, Inbound, AEO) · IBM — Digital Marketing · Semrush — AI Search Operating System
Google Ads: I plan, launch and optimize paid Search, Display and Video campaigns, including AI-powered performance ads, tied to measurable results. Certified: Google Skillshop — Google Ads Search Professional, Video Professional, Display, Creative, AI-Powered Performance Ads, AI-Powered Shopping Ads
Web & design: I build brand-led sites, from design thinking to the live page. Certified: IBM — Web Development Fundamentals, Enterprise Design Thinking Practitioner · WordPress
AI-assisted production: I integrate generative AI across the workflow, from concept and scripting to image, video and editing. Certified: IBM — AI Fundamentals · Anthropic (11 courses) — AI Fluency, Claude Code · FreeAcademy.ai — AI Video Generation & Editing
Data & analytics: I turn metrics into decisions. Certified: Google — Google Analytics · IBM — Data Fundamentals, Data Literacy, Sensemaking with Data · Cisco — Data Science, Data Analytics Essentials · Carpe Diem — Data Analysis · Santander — Advanced Excel
Also: certified drone pilot; certified professional diver (SNSI).
Memberships: Cuban Registry of Audiovisual and Film Creators; Cuban Association of Audiovisual Professionals.