

INA MARIA

Creative Director | Content Producer

Nordhavn, Denmark

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PROFILE

Copenhagen based Creative Director and Video Producer with 15+ years of experience leading documentary, branded, and digital content initiatives. Experienced in building creative teams, shaping content strategy, and handling full productions from concept to delivery. Known for blending cinematic craft with strategic thinking to drive brand impact and audience engagement.

EXPERIENCE

Creative Director

Oct 2021 — Mar 2025

[Stronghold](#) · San Francisco, CA

Led full video production pipeline and creative strategy across branded content, social media, and corporate communications. Developed and executed content and social media strategies to strengthen brand recognition and engagement. Built and managed a creative team, collaborated with external vendors, and launched new content initiatives.

Director / Producer / Director of Photography

2012 — 2021

[Freelance](#) · San Francisco, CA

Operated an independent production company specializing in documentary-style storytelling, creative direction, and cinematic brand content. Delivered end-to-end video production from concept development and scripting to filming, editing, and post-production across commercials, corporate videos, social campaigns, and feature-length documentaries.

Select clients: WalmartLabs, TEDWomen, Visa, The Washington Post, Uber, Pandora, Toyota, HarperCollins, Zendesk

Earlier roles:

Co-founded and led Oct28 Productions, a media collective specializing in branded content, including [BrewAge](#); a 22-episode series produced for Discovery

DP / Assistant Editor at Future US (2012–2013) · **Video Producer** at KSI (2010–2012)

SELECTED PROJECTS

Speak Bold ([Watch](#))

Client: Stronghold

Produced, directed, and shot a 12-video series showcasing industry leaders, which launched the company's first podcast hosted by the CEO and an external tech journalist. The series totaled 2+ million views and listens.

26.2 to Life ([Watch](#))

ESPN Documentary

Camera operator on this award-winning feature documentary following incarcerated men training for a marathon at San Quentin State Prison. Winner of the Santa Barbara Film Festival Audience Choice Award. Aired on ESPN.

Svalbard: Global Seed Vault Expedition ([Watch](#))

Client: Clinton Misamore

Documented a 4-day expedition to the Global Seed Vault in Svalbard for its 10-year anniversary, producing a short documentary and social media content. Guests included Martha Stewart, Sophia Bush, and Brian Kelly.

SKILLS

Creative Direction & Brand Strategy

Video Production (End-to-End)

Content Strategy & Social Media

AI-Integrated Workflows

Team Leadership & Vendor Management

Production Budgeting

Podcast Production & Audio Content

Adobe Creative Suite

EDUCATION

B.A. in Television Directing & B.A. in Film and Television Science

2005 — 2010

University of Inland Norway (Lillehammer)