

DULCE LAMARCA

Born in Argentina. Based in Brooklyn, New York. dulcelamarca@gmail.com | dulcelamarca.com | IG @dulcelamarca

EDUCATION

- 2020 School of Visual Arts, New York, NY, MFA in Fine Arts
- 2017 Regina Pacis Visual Arts College, Buenos Aires, Argentina, BFA in Fine Arts
Major in painting and arts education. Ranked #2 in class.

EXPERIENCE

- 2021 Vans SE Bikes Collab Commercial, Razor Soft Productions, New York, NY: Assistant to Director
"Don't Try This at Home". Director: Filipe Zapelini. Director of Photography: Mika Altskan.
- Collaborated with Director in the conceptualization of the commercial.
- Edited and strengthened commercial treatment presented to client.
- Conceived and implemented successful ambitious schedule for three days of shoot in nine locations.
- Served as liaison between the Director and both crew (24 total) and talent (7 total).
- Assessed, adapted and reorganized schedule resourcefully and effectively, solving emerging issues due to weather complications and other emergent challenges.
- Monitored all crew members and controlled the time, assuring all planned shoots were accomplished.
- Motivated and managed the talent.
- Initiated and maintained communication with talent's families ensuring a safe space for all minors involved.
- Coordinated and simplified logistics for every commute, lunch and dinner for both crew and talent.
- Provided production updates to Vans' (client) creative director.
- Assisted in all areas of film production including scouting and selection of shoot locations.
- 2021 Parley & Adidas, Eyeforce Productions, New York, NY: First Assistant to Camera
"A Mission for our Oceans. Episode 1: A Movement Begins." Director & D.O.P.: Filipe Zapelini
- Assisted Director Filipe Zapelini in interviewing Cyrill Gutsch, CEO & Founder of Parley.
- Helped pick-up, unload, and set up equipment.
- 2021 The New York Times, Jigsaw Productions, New York, NY: Production Assistant
Assisted in the production of "The Hunt," an upcoming documentary/non-fiction episodic series for the New York Times. Directed by Randy Stulberg, Director of Photography: Bernardo García Elguézabal.

SKILLS

Production: highly organized, detail-oriented, sagacious, resourceful problem solver, friendly

Technical: Photography, photo and video editing, video production, web design, projection mapping

Traditional Art: Performance, Installation, Painting, Drawing, Printmaking, Sculpture

Languages: Native Spanish Speaker | Fluent English

Software: Adobe Creative Suite (Bridge, Photoshop, Premiere, In Design); Mailchimp, Vertical Response; Shoeboxed; Artwork Archive; Madmapper; Jimdo, Cargo Collective & Wix; Microsoft Office (Word, Excel, PowerPoint). Proficient in Social Media (Facebook, Instagram, Twitter) and internet research skills. Database experience in Artsy and Access.