

# SOPHIA PEER

## EXPERIENCE

### Hayden 5- Freelance Director & Editor | 10/19-ongoing

- Spearhead the visual identity with original storytelling, and provide creative direction for scripted and documentary content ensuring strategic alignment with brand goals.

### Mustache Agency- Director & Editor | 11/14-ongoing

- Drive the creative vision for branded content, social videos, and promos for top-tier clients including KFC, American Express, and Kiehl's. Shaped the creative strategy for series like *Most Expensivest Sht\**, blending innovation and audience engagement.

### Vox Media- Freelance Editor | 10/23-2/24

- Led post-production on a 3-part documentary series for Team Milk, sculpting 11 days of footage into a cohesive narrative about women's running groups in NYC.

### VICE- Freelance Director | 4/19-6/23

- Conceptualized and executed creative direction for groundbreaking documentary series like *Really Candid Camera*. Balanced client objectives with bold, artistic storytelling while maintaining budget and schedule.

### Jigsaw Productions- Freelance Director | 7/22-02/23

- Wrote and directed a doc/scripted hybrid series about the world's smallest homes, personifying them with the voices of well-known comedians, musicians, and actors.

### Music Videos- Freelance Director | 4/09-11/21

- Managed end-to-end production for music videos, delivering high-impact visuals for social media for record labels including Atlantic Records, Matador, and 4AD. Consistently pushed creative boundaries to amplify artists' stories and singular brand identity.

### Genius- Freelance Editor | 3/17-8/21

- Crafted dynamic edits for social media series spotlighting musicians like H.E.R., Denzel Curry, and Maggie Rogers, enhancing narrative flow and visual appeal.

### Nylon- Freelance Director | 3/17-9/17

- Lead the creative and style-focused storytelling for a weekly news series, and documentaries about fashion designers, comedians, and musicians.

### Big Spaceship- Freelance Director & Editor | 12/16-3/17

- Direct and edit YouTube's International Women's Day campaign.

### Stink Digital- Freelance Editor | 5/17-7/17

- Edited Google's #ShowUp series, documenting Pride Month through innovative and inclusive storytelling across diverse communities.

### Super Deluxe- Freelance Director, Editor | 8/16-6/18

- Conceptualized and directed viral ASMR and process-based series infusing irreverent humor with innovative visual techniques to drive audience engagement.

### 360i- Creative Director, Editor | 2/14-8/16

- Developed strategic concepts and edited high-profile promotional videos, sizzles, and manifestos for clients like InBev, Simply, and Subway, ensuring brand consistency and storytelling excellence.

### LOGO Network- Director & Editor | 5/12-11/14

- Directed, wrote, and edited promotional campaigns for the network's highest-rated series, including RuPaul's Drag Race, and CTAs including one starring Wanda Sykes.

### Pitchfork Media- Director & Editor | 12/11-4/12

- Launched new series from concept to execution, collaborating with design and production teams to create cohesive content strategies and visually compelling episodes for YouTube.

## QUALIFICATIONS

- Proven track record of successfully leading creative for diverse clients
- 10+ years of production expertise, from concept development to final delivery
- Original screenwriting and concepting, experimenting with conventions, and balancing artistic austerity with meme-worthy humor
- Clear communication through storyboards, shot lists, and visual references
- Skilled at addressing complex feedback, gracefully pivoting, and seamlessly adapting concepts under tight deadlines
- Team leader, self starter, collaborator, multi tasker, and creative problem solver
- Highly technically skilled with utilizing Adobe software for everything from deck creation to post production

## NOTEWORTHY

- *Who's Annie?*, a series I'm creating, writing, and directing premiered at Slamdance 2023, won over 20 awards including Best Director at Seriesfest, and will be on a streaming platform this year
- Currently writing a short film inspired by a man I saw at a Sbarro's, and directing a series where rappers receive facials while getting interviewed by the aesthetician
- Created and directed 1 of 10 series selected for The Gotham's Episodic Lab
- I love creating food based series such as Action Bronson's *F\*ck That's Delicious*, 2 Chainz *Most Expensivest Sh\*t*, and Oatly's *Will it Swap*
- Develop, direct, and edit videos starring comedian and iHeart podcaster Lily Marotta (Celebrity Book Club)
- I was a 2021 ScreenCraft Finalist, awarded NYFA's 2019 'Made In NY' Women's Film, TV & Theatre Fund grant, two of my short films were finalists in the 2018 Giphy Film Festival, and in 2016 I was a Bell Media MuchFACT Fund recipient
- Listed in the Fader's short list of "Directors to Watch"
- Grammy award winning band, The National, commissioned me to direct three music videos for them, and with over 112 million views, the music video I directed for Paramore's "Ain't It Fun" set and broke world records

## EDUCATION

MFA Film | **School of Visual Arts** BA Media | **Purchase College, SUNY**

## CONTACT

FILMMAKER

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