

NILOOFAR ASADI

Creative Director | Producer | Visual Storyteller

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Innovative Producer, Creative Director, and Visual Storyteller with 10+ years of experience in film, photography, and visual arts. Expert in concept development, production, and storytelling across moving pictures, advertising, marketing, and experiential content. Proven ability to lead creative projects, direct photo and video productions, and manage cross-functional teams to deliver impactful brand experiences.

LEADERSHIP + TECHNICAL SKILLS

- **Creative Leadership & Strategy:** Leading high-impact visual storytelling and brand narratives.
 - **Project & Production Management:** Budgeting, scheduling, and executing end-to-end creative projects.
 - **Creative Direction:** Cross-functional Collaboration, and creative problem solving.
 - **Photography & Cinematography:** Expert in storytelling through visual media.
 - **Advertising & Emerging Tech:** AI-driven visuals, AR/VR, and interactive media.
 - **Software:** Adobe Creative Suite, AVID Composer, ProTools, Final Cut Pro, DaVinci Resolve, Cinema 4D, Final Draft 12, and Movie Magic Budgeting & Scheduling.
 - **Technical Proficiency:** Lighting, Arri, Sony & Canon Cameras.
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EXPERIENCE

Creative Director & Producer: AG 91 | San Francisco | 2015 – Present

Leading and driving integrated production across all media channels including advertising, digital, stills, experiential and social platforms. [PROJECTS](#)

- Creative development, direction, and execution for visual content, photography, film, editorial, and multimedia campaigns.
- Oversee end-to-end production, including planning, budgeting, scheduling, casting, and post-production for projects from \$10k to \$2M.
- Collaborate with cross-functional teams (producers, designers, marketing leads) to deliver creative solutions.
- Successfully increased the entry of projects into festivals, biennales, and solo exhibitions, and competitions worldwide through enhanced visibility, engagements, and targeted marketing strategies. Achieved an 80% increase in campaign reach, 58% engagement, and a 70% growth in audience interaction by implementing strategic and innovative content production methods.
- **Project Highlight:** Cypress Tree, 2025 | LampLight, 2022 | In Pursuit of Freedom, 2021.

Art Curator and Executive Producer: Freelance (Exhibitions & Events) | 2016 – Present

Conceptualizing ideas into visual forms. Developing comprehensive creative briefs aligned with the project objectives.

- Produced and curated high-profile exhibitions, shows and multimedia art installations that attracted 20,000+ visitors, boosting local artist visibility and sales by 10%.
- Led 50+ photography and film productions, ensuring alignment with brand and marketing objectives.
- Developed and managed budgets, timelines, and vendor contracts. Negotiated partnerships with artists, designers, and production teams. Ensured seamless execution of live events, brand activations, and creative campaigns.
- **Project Highlights:** Thunderbird, 2024 | Portrayal of Resistance, 2024.

Creative Director: ArtSpan Organization | San Francisco | 2023 – 2025

Champions' advertising strategy promotes diversity and inclusivity within the Bay Area arts community.

- Led advertising strategies and initiatives promoting diversity and inclusivity within the Bay Area arts community that resulted in a 40% increase in participation from underrepresented groups.
- Implemented strategic marketing and outreach programs that grew ArtSpan's audience engagement by 35%, utilizing data-driven insights to refine promotional strategies.
- **Project Highlight: SFOS, 2024 | SFOS, 2023.**

Director & Producer: Diaspora Art Connection Organization, San Francisco | 2015 – 2018

Conceptualizing and executing photo and video shoots. Running and staging live performances.

- Supervised and directed a 20-person team of musicians, performers, set and costume designers.
- Produced ads, TV commercials, and documentaries. Staged 10+ live shows, including theatrical performances, concerts, and acting workshops. Managed all production elements, from budgeting and scheduling to final delivery, focusing on strategic alignment with organizational goals.
- **Highlights: Friday, 2018 | Yourk Opera, 2016.**

Creative Producer: Studio 44 | San Francisco | 2012 – 2016

Responsible for driving and executing the overall creative vision, planning, and strategy.

- Led a team of 10 creatives in film, commercial, and branded content production.
- Produced 50+ productions, including films, advertising campaigns, and live performances.
- Creative direction with budget and schedule management to maximize project success.

KEY PROJECTS

- My Body, My Story | Video Installations and Staged Photography (**Ongoing**).
- Raiders of Back Horses | Staged Photography, Sound and Video Installations (**Ongoing**).
- The Cypress Tree | Feature Film; Writer & Producer (**In Development**).
- Phoenix | Docufiction (**Pre Production**)
- **Link: [PROJECTS](#)**

AWARDS & EXHIBITIONS

- Florence Biennale | Video Installation "Tales" | **Ongoing**.
- Creative Capital Circle | Selection "Phoenix" |2024.
- Art Expo New York | Photography "Gordafarid" | 2024.
- MAG Galleries | Solo Exhibition "Portrayal of Resistance" | 2024.
- Mozaik Philanthropy | Future Art Award | 2023.
- LensCulture | Emerging Talent Photo Awards "Gordafarid" | 2023.

EDUCATION

- MFA, Motion Pictures and Television, Directing | Academy of Art University in San Francisco, 2021.
- BFA, Painting | University of Tehran, 2015.
- BA, Graphic Design | Soreh University of Tehran, 2004.