

ARIEL DOVAS

CREATIVE / DIRECTOR / GENERATIVE AI

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GOAL

Creative Director with over 15 years of experience leading end-to-end video production, motion graphics, and editorial teams for enterprise tech and high-impact agency clients. Proven track record scaling video production pipelines supporting over 5,000 sellers and delivering thousands of high-stakes media assets for top-tier accounts including Salesforce, Golden State Warriors, and National Park Service.

Experienced in managing project teams and production crews of up to 35 while establishing departmental budgets and cross-functional strategies.

CORE SKILLS

Motion Graphics • Video Editing • Post-Production Management • Creative Direction • Adobe Creative Suite • Generative AI Workflows • Scripting & Storyboarding • End-to-End Video Production • Team Leadership • Departmental Budgeting • Sales-Enablement Video • Live Action Production

PROJECTS

Photography and illustrations featured in The Washington Post, BuzzFeed, 7x7 Magazine, SF Weekly, CBS, SFist, Curbed & The Bold Italic.

Co-Founder of *The Secret Alley*, a collaborative artist's workspace in San Francisco. Partnerships include McSweeney's, The Bold Italic, Lucky Peach & award winning internet radio station BFF.fm.

EDUCATION

School of Visual Arts | Film Editing
NEW YORK, NY

SOCIAL

 @eviloars
 @arieldovas

SELECT WORK EXPERIENCE

SALESFORCE | SAN FRANCISCO, CA

Leading the Deal Video Program Supporting 5,000+ Sellers on Salesforce's Largest Deals

Associate Creative Director | 2022 - Present

- Direct the Deal Video team producing custom sales-enablement video content that supports 5,000+ sellers across strategic enterprise deals.
- Lead end-to-end video production including concept development, scripting, shooting, editing, and delivery for executive-level sales pursuits.
- Partner cross-functionally with sales, marketing, and account teams to deliver custom video content at scale, directly influencing deal velocity and win rates.
- Architect and scale an AI-powered creative production pipeline supporting one of the largest global sales organizations in enterprise tech.

BAYCAT STUDIO | SAN FRANCISCO, CA

High impact media production company for socially conscious clients such as Golden State Warriors, National Park Service, Chase, Citibank & Super Bowl Host Committee

Creative Director | 2014 - 2022

- Spearheaded creative direction for all studio projects and overall brand strategy, producing thousands of video deliverables for hundreds of clients.
- Supervised cross-functional project teams and production crews of up to 35 contractors, designers, musicians, and talent.
- Managed 5 to 10 enterprise clients concurrently, defining objectives, pitching concepts, establishing budgets, and incorporating stakeholder feedback.
- Established departmental budgets and directed hiring processes to build high-performing creative production teams.
- Delivered award-winning videos and ad campaigns screened at international film festivals and utilized to influence national policy.

ADDITIONAL WORK

Producer | Remigration | ITVS FutureStates • PBS (2010)

- Science fiction short film written and directed by **Barry Jenkins** (*Moonlight*), starring **Russell Hornsby** (NBC's *Grimm*) & **Rick Yune** (*Die Another Day*).
- Hired and directed all background actors.

WORK SAMPLE

[View Directing/Producing Reel](#)