

# Natali Z. Livni

Creative Producer | AI-Driven Video Lead



Atlanta, GA, US



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## SUMMARY

**Creative Producer and Director with 10+ years of experience leading end-to-end video initiatives across tech and marketing environments. Blends strong storytelling instinct with hands-on production expertise and AI-powered workflows. Known for clear leadership, creative precision, and delivering high-quality visual work at scale.**

## WORK EXPERIENCE

### Lightricks | 2022 - 2024

#### Video Executive Producer, Marketing

- Planned, budgeted, and led end-to-end video production for the Marketing team, from vision to delivery, aligned with defined business goals.
- Led a full efficiency re-organization of the Video Production workflow.
- Directed Creative Production team assignments and timelines across pre-production, production, and post, overseeing execution and providing creative review and feedback.

#### Marketing Operations Manager, Product-Marketing

- Oversaw end-to-end project management of global marketing campaigns, including collabs with Warner Bros., Paramount, and top-tier influencer initiatives.
- Led AI-driven automation projects within the Marketing department to support scalable campaign executions.
- Developed and implemented efficient marketing workflows to improve clarity, alignment, and delivery.

### Intel Sports | 2016 - 2021

#### Creative Production & Post Manager

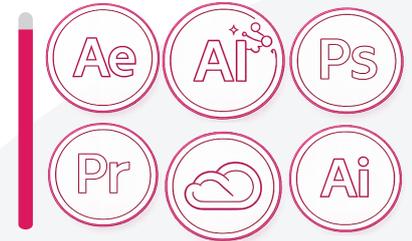
- Progressed from hands-on editor to leading creative partnerships across European sports markets and global league collaborations.
- Led direct collaboration with NFL, NBA, Premier League clubs, and LaLiga partners, integrating Intel's 360° and immersive technologies into live coverage, broadcast, social content, and fan-facing digital platforms.
- Developed creative concepts and demo content for new product features, including app-based integrations adopted by Manchester City, translating technology into engaging fan experiences.

### Freelance video Director, Producer and Editor

#### Freelancer | 2013 - Current (ongoing)

- Led commissioned and independent video projects across music, live performance, and digital campaigns, from concept through final delivery.
- Developed high-velocity social and marketing content using advanced motion design and AI-assisted creative workflows.
- Directed live productions and artist-driven projects, combining hands-on production with scalable content development.

## SOFTWARE SKILLS



## EDUCATION

**B.A. Studies in Social Studies & Film**  
The Open University

#### Practical Film studies

"Hasifa" School of Visual art  
Graduated with a Certificate of excellence in practical studies of Directing, Photography, Editing, Production & Post-Production studies  
2013 - 2014

#### Matriculation certificate

"Mekif" highschool / Ariel  
Major in Film & Social studies  
2005 - 2007

