

# AMALIA INFANTE

Multimedia Director | Brand & Visual Storyteller (Sailing & Sports)

Alicante, Spain | hola@amaliainfante.com | +34 XXX XXX XXX

## PROFILE

Multimedia director, photographer and brand strategist specialized in high-performance sailing teams and global sporting events. With experience across America's Cup, The Ocean Race and global expeditions, I combine art direction, branding and storytelling to create impactful visual systems aligned with sponsor and team objectives.

## PROFESSIONAL EXPERIENCE

**Infante Studio** — Visual Communications Director (2014–Present)

Founder and lead creative. Development of branding, photography and video systems for sports and lifestyle brands.

**NYC American Magic** — Brand Manager / Photographer (2023–2024)

Led visual identity, helmet design, base branding and sponsor integration for the 37th America's Cup.

**The Ocean Race** — Multimedia Reporter

Content production for teams, sponsors and organization. Creator of 'The Boatyard'.

**The Maiden Factor** — Onboard Reporter & Sailor (2018–2023)

Circumnavigation (32,000+ nm). Content production and storytelling for global campaign.

**Helly Hansen** — Official Photographer (2023)

Brand content during Ocean Race European tour.

## CORE SKILLS

Brand Strategy & Art Direction

Photography & Video Production

Sailing & Sports Storytelling

Sponsor Integration

AI Visual Tools (Midjourney, Leonardo, Heygen)

Drone Operations

## LANGUAGES

Spanish (Native) | English (Full Professional) | French (Working) | German (Basic)

## TOOLS

Adobe Suite (Premiere, After Effects, Lightroom, Photoshop) | Drone DJI | AI Tools