

CRISTINA SÁNCHEZ

FILM & COMMERCIALS PRODUCER

Producer with international experience across advertising, branded content and documentary. Focused on Executive Producer and Producer roles, working closely with directors, production companies, agencies and clients to bring ideas to life.

SKILLS

Executive Production
Service Production
International Shoots
Budgeting
Creative Development
Collaborative approach to teams

BACKGROUND

EL CANGREJO, 2008-2023
Co-founder & Executive Producer
Creative production company focused on advertising and original content.

LANGUAGES

Spanish & Catalan - Native
English - Advanced
Portuguese - Spoken

EDUCATION

Business Administration and Public Relations
ESERP, Barcelona.

LOCATION

Barcelona / International

CONTACT

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COMMERCIALS SELECTED WORK

2025

Coca-Cola | *Be in it* by Megaforce
Prod CO – Iconoclast L.A.
Service Prod – Iconoclast BCN / Service CoProducer

Cornetto | *Unwrap It* by Pensacola
Prod Co – Canada

2024

Samsung | Galaxy Z Flip 6 by Jara Moravec
Prod Co – ProdCo
Service Prod – Blur / Service Producer

ICEX | *La causa del accidente que provocó el incendio* by Lope Serrano
Prod Co – Canada / Producer

Volvo | EX90 by Natanael Ericson
Prod Co – Newland
Service Prod - Nevada / Service Producer

2023

Zalando | *A Taste of You* by Pantera
Prod Cod – Solab
Service Prod – Blur / Service Producer

Cruzcampo UK | *Choose to Cruz* by Gary Freeman
Prod Co MJZ
Service Prod – Virtual Films / Service Producer

ORIGINAL CONTENT

ON THE LINE - Olympic Channel / International Olympic Committee
Original idea & Executive Producer
Documentary series · 3 seasons

SHORT FILMS (Producer)

L'équip Petit (2011) Roger Gómez & Dani Resines

El domador de peixos (2013) Roger Gómez & Dani Resines
Goya Awards Nominee, Best Documentary Short

Notes from sometime, later, maybe (2014)
Roger Gómez & Dani Resines

Luis & I (2016) Roger Gómez & Dani Resines