

Mathilde Urfalino

Creative Ops, Producer & Editor

mathildeurfalino@gmail.com

Content strategy,
data-driven decision
making & immersive
storytelling

Portfolio Website

mathildeurfalino.cargo.site

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Toolkit

Mural
Airtable
Microsoft Office
Riverside
Descript
WordPress
Pro Tools
Premiere Pro
Frame.io
LexisNexis
Figma
Trauma-Informed
Reporting
Field Recording

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Languages

French: Native
English: Fluent

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Education

Master of Arts (M.A.)
Research in Art History
University of Paris 1
Panthéon-Sorbonne

Master of Fine Arts
(M.F.A.)
School of Fine Art -
Paris

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Internships

Production Intern at
Criminal Productions
2017-2018
podcasts: *Criminal &
This is Love*

Experience

Senior Producer & Creative Ops / INDEPENDENT

SEPT 2023 - PRESENT

Various outlets (including TLDR podcast by Wealthsimple Media, Audio Flux, and Proxy with Yowei Shaw, SXSU)

- Advising on creative operations, budget strategy, and workflow on several narrative and two-way shows; plus story editing
- Producing the podcast *TLDR* - a spin-off of the Webby-award winner and most-read financial newsletter in Canada - from content ideation to publication
- Created immersive short-form audio with vinyl release for *Audio Flux* - supported by Independent Media Initiative and Tribeca

Development Producer for Society & Culture / SPOTIFY & GIMLET

JANUARY 2021 - JUNE 2023

New Show Development (limited series & always-on shows)

- Pitched new creative partners and new shows and formats to Spotify/Gimlet stakeholders
- Tracked, reviewed and vetted pitches from external creative partners
- Created production processes and tape-generative exercises for host of a memoir show
- Built timeline and managed production calendar for several shows
- Produced stories on a variety of subjects (e.g., deed theft, adjusting to climate change, memoir show about sexuality)
- Oversaw edits and mix reviews for both series and weekly shows with fast turnarounds
- Coordinated complex productions with high-profile talents and brand partners (Meghan Merkhel, Mavis Staple, Nick Kroll, Chanel)
- Led public records search and power mapping workshop for a narrative series
- Collaborated with cross-functional teams (marketing, social, legal, and studio leads), as well as coordinated with fact checkers and the standards and practices editor

The Unmaking of Spider-Man (limited series)

- Led archival team for the series: managed archive of 500+ hours of film footage and directed the work of arranging selects to capture the essence of the story
- Managed and trained associate producers and coordinated with engineers
- Developed and implemented production strategies and processes (e.g., remote recordings, interview preps, collaborative episode sprints)
- Storyboarded series arc and episodes; developed the overall tone and voice of the show
- Wrote scripts and produced sound-rich narrative episodes
- Identified and booked characters; wrote pre-interviews and produced interviews
- Managed freelancer/vendor relationships, and processed payments
- Coached and directed first-time hosts on interviewing and tracking narration

Conviction (S4) – The Conviction of Max B (limited series)

- Conducted extensive research, and contributed to reporting, editing, and show copy
- Led creative direction of the trailer
- Coached and directed high-profile host for tracking narration
- Produced, reported, wrote, scored, and sound designed the episode *Hell Hath No Fury*, which involved combing through hundreds of pages of court documents and hours of court videos to bring listeners inside the courtroom

Associate Producer - New Show Development / GIMLET

OCTOBER 2018 - JANUARY 2021

Editorial & Branded Content (Science Vs, Chompers, Wireframe, etc.)

- Pitched new shows and developed pilots
- Maintained production calendar of *twice-daily* show for kids
- Cast VO talents and negotiated rates and contracts optimizing budget
- Directed talent and host for tracking and two-ways
- Wrote scripts and produced episodes and ads (from ideation to sound-design)
- Pre-interviewed and booked sources, studios, and tape syncs; recorded in the field
- Coordinated with Spotify US Latin team for the Spanish adaptation of *Chompers*