



# alison roberto

## DIRECTOR

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Ali Roberto is an award winning Director / Creative Director hybrid who specializes in original short form content, commercials, music videos, docs and narrative. Her recent short film, *Girls Night In a genre-bending horror satire*, premiered this past June at the Tribeca Film Festival and has been selected for 20 festivals around the world.

After nearly a decade of working as a Creative Director at MTV she has continued to work in entertainment; crafting marketing and social campaigns, strategy, writing scripts, leading creative post teams and concepting short form social and A/V content. Ali brings those many years of expertise to her directing approach and how she collaborates with her clients to help elevate their vision. Her goal is to deliver beautiful and thoughtful work that shreds through the noise of social content. Like her recent work for Netflix's *Glow*, which won multiple Promax & Clio awards (including the GOLD for 'Best Comedy') and *The Chilling Adventures of Sabrina* which received 2.5B interactions on TikTok in the first week of release.

Doing right by others and doing more for deserving communities is at the forefront of everything she creates, whether she is working on major ad campaigns for Instagram and L'Oreal, music videos for Diana Ross, or docuseries with young artists for VICE and Dr. Martens. Her charitable efforts include mentoring young students at The Ghetto Film School and working with Free The Work, an organization designed to amplify voices of women and other underrepresented filmmakers. She received a 2022 Promax Gold for her work with Warner Media on their International Women's Day campaign.

Ali brings stylized art direction, comedic moments, strong performances and VFX magic to her work. Her eye for composition, lighting and art direction from her years of being a Creative Director brings an elevated feel to her work. Her ability to connect and work with her talent to deliver authentic performances is also a strength. From building a custom Vegas hotel suite with David LaChapelle for the MTV Music Awards, to demolishing a convenient store with Debby Ryan for Netflix, or building a high end cocktail party for Renée Zellweger, the thrill of being in the moment, collaborating with amazing creative talent and allowing unexpected moments to create magic are just a few of her favorite things.