




**VALAGARDO
PRODUCTIONS**

A FULL-SERVICE PRODUCTION,
CONTENT AND MEDIA COMPANY



Elevate Your Brand with Valagardo Productions

Independent. Minority-Owned. Award-Winning.

At **Valagardo Productions**, we are proud to compete with industry giants by delivering high-quality, shareworthy content that resonates with diverse audiences.

From Small to Large-Scale Productions.

We Have the Talent and Expertise to Create Content that Makes an Impact.

Discover the Power of Visual Storytelling.

Let's bring your vision to life.

GERARDO BLAKE VAZ

OWNER | PRODUCER | DIRECTOR | WRITER | EDITOR

A native of the Juarez, Mexico and El Paso, Texas borderland, Blake Vaz is a singer, writer, musician, director, and **EMMY® AWARD** Winning producer.

With over 15 years of experience creating digital and branded content, Blake started his content career on the news media side working for one of the largest publishers in the country, the **TRIBUNE COMPANY**. As the Digital Products Manager for Tribune's Hoy Newspaper, he was instrumental in the development of new digital properties, curating and creating content as the Newspaper world transitioned into a digital-first strategy.

As the **Director of Digital Content for Walton Isaacson**, Blake had the opportunity to create unique multicultural content for international brands like **Lexus, Spalding, McDonald's, and Wells Fargo**. At the agency he brought "**VIDALEXUS PRESENTA Té Para Tres**" to a larger audience by spearheading the relationship with the Lexus Brand and the show's creators, to produce two seasons of the Emmy Award Winning TV show. As a producer of the show, Vaz received an Emmy Award in the Magazine Show category.

As part of the production team at the Dallas, Texas-based advertising agency **WALO**, Blake produced the social media content campaign for the **NETFLIX** show, **THE TACO CRONICLES**. At **WALO** he has also produced branded content and commercials for brands like **JARRITOS, 7Eleven**, and others.

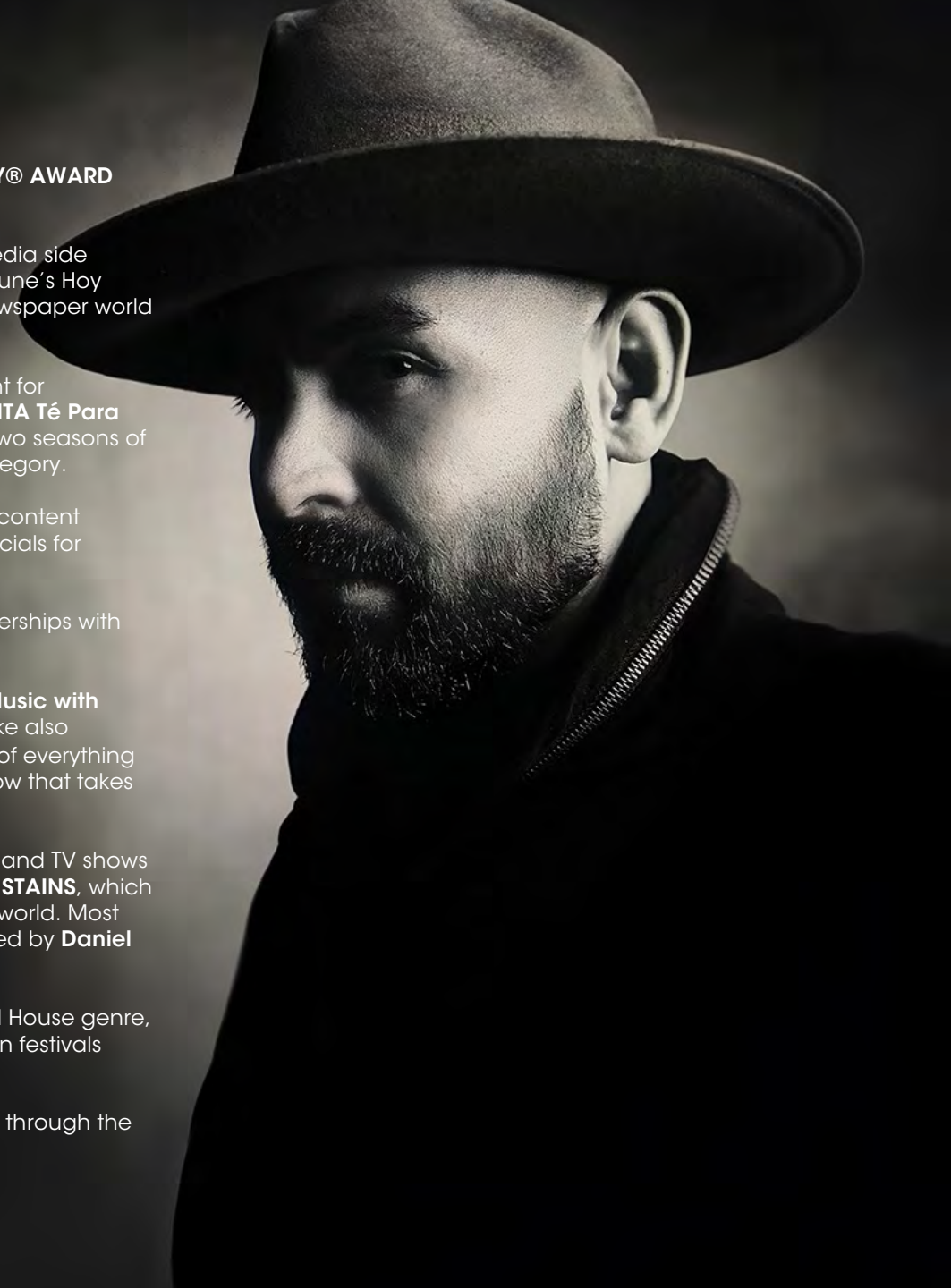
Blake has been successful in creating, developing and producing content for brands independently and through partnerships with digital studios like Impremedia's **IMStudio+** and **Innocean Worldwide**.

Some of his latest projects include, the music documentary web series, **VIDALEXUS PRESENTS: Reengineering Popular Music with Raquel Sofia**. A widely successful music series that he created, developed, wrote, produced and directed for Lexus. Blake also directed and edited the Youtube series **HYUNDAI HELPERS**, a DIY show that teaches the audience how to do the basics of everything from car upkeep to maintenance with the help of a few furry friends. And **HYUNDAI HIGHWAYS**, an acclaimed travel show that takes viewers on a road trip to 6 National Parks across the United States in an electric vehicle.

Vaz is also the owner of **VALAGARDO PRODUCTIONS**, through which he produces branded content, commercials, films and TV shows like **Adventure Nation**, an outdoor adventure reality show which he co-hosted and produced, and his short film **BLOOD STAINS**, which was written, produced, directed and scored by Vaz and has won various awards at prestigious film festivals around the world. Most recently he served as an Executive Producer for the multiple award-winning thriller short, "**THE CLIMBING PERCH**", directed by **Daniel Gomez Bagby**, Vaz' creative collaborator and partner.

Vaz recently directed and produced the multi-award-winning horror short film "**L.U.N.A.**", a modern take on the Haunted House genre, with hints of gothic horror and Italian Giallo. Vaz also produced, directed and starred in the crime thriller short currently in festivals "**MATCHES**".

Blake is currently working on a horror/crime anthology "FRUTERO", composed of three stories of L.A. violence connected through the experience of a street vendor.





MICHELOB ULTRA PROUD | A docuseries/masterclass.

Ultra Orgullosos is a symbolic toast to bicultural heritage which continues to inspire everyone. UltraProud Sessions: a modern and human take on virtual classes. Hosted by Los Angeles-born chef, Wes Avila. Author and Netflix star on "The Chef Show," Avila founded Guerrilla Tacos, a street cart in the Arts District of Downtown Los Angeles

Produced, Directed and Edited by Blake Vaz

"The film celebrates the authenticity of the hybrid culinary world Avila has created, by combining the flavors of his youth with the wide variety of tastes Los Angeles."

"These sessions, hosted by Hispanic American movers, explore how they've leaned into their heritage and culture to fuel their craft."



TOYOTA EVERYDAY WE HUSTLE | A social media series.

The "Everyday We Hustle" video series will highlight the elevated ambition of our featured Latinx talent while showcasing the stylish and functional features of the Toyota Sedan. The content, paired up with the media strategy, will position the Toyota Sedan as the ultimate vehicle for Latinx trendsetters and young professionals.

Produced, Directed and Edited by Blake Vaz

"When you're inside the stylish Toyota Camry you feel empowered just like when you're in the swag of Viva La Bonita. Combine the two and you've got the fearlessness, confidence, and heart that CEO Rachel Gomez carries with her every day."

"With a desire to share her culture and embrace her community, Ashley Leon is an entrepreneur who has built a business from implementing her latinx roots and love for her community."



HYUNDAI HIGHWAYS – Season 1

Produced, Directed and Edited by Blake Vaz

Oh, the places you'll go—Big Sur, Death Valley, Yellowstone and more. Hyundai Highways, with host Esteban Gast, takes you on a weekly adventure to explore all these amazing destinations. For each trip, Kona Electric travels the entire journey on a single charge, with an EPA-est. 258-mile range and no emissions. Experience the incredible jaw-dropping views, colorful landscapes and beautiful sites of some of the most epic drives anywhere. Come along and enjoy the view.."



HYUNDAI HELPERS

Produced, Directed and Edited by Blake Vaz

As part of Hyundai's YouTube content strategy, we created a series of fun how-to videos featuring Hyundai's most popular vehicles. Each episode used furry helpers to show helpful tips in vehicle matters. It recently won Best Online and Mobile video in the IAC awards.



TÉ PARA TRES

Leaving his band and girlfriend behind to become a star in America, an ambitious singer meets a mysterious hitch-hiker with a plan.

Produced by Blake Vaz
Two Episodes directed by Blake Vaz

VIDALEXUS Presenta: "Té Para Tres con Pili Montilla" brought musicians and singers straight to fans through intimate conversations that elicit laughter, compassion, and inspiration for three seasons. The show was awarded an Emmy® by the Suncoast Chapter of The National Academy of Television Arts & Sciences in the Magazine Program category.



REENGINEERING POPULAR MUSIC

On the verge of death, a man must decide whether or not to trust a stranger with questionable intentions.

Created, Produced and Directed by Blake Vaz

VidaLexus RPM is an original weekly web series that takes audiences on a musical journey, exploring different Latin music genres and reengineering their sound with the help of Latin pop sensation Raquel Sofía.

The series follows Raquel as she travels to four U.S. cities - Miami, New York, Chicago, and Los Angeles - to learn more about the types of Latin music that have had a strong a cultural presence in each region. Along the way, she enlists the help of expert local musicians to reimagine each city's genre by combining classical elements with her unique contemporary sound. A critically acclaimed album was released along with the show on spotify.



HANKOOK DYNAPRO SERIES | Series of online spots.

A series of 60 second online spots featuring the new DYNAPRO tire series. Shot on location using three different vehicles in one day.

Produced, Directed and Edited by Blake Vaz

"It is extremely exciting to see what the team was able to do with a limited budget and time."

"Three action spots shot in one day."



HYUNDAI N'SCARE | A Halloween experience/spot.

Lurking in the dark is something so powerful, it's scary. With a turbocharged engine pumping out 276 horsepower, the ELANTRA N sounds as good as it looks. It's exhaust note is instantly recognizable but could be startling to an unsuspecting passersby. So, we invited some guests to take a thrilling first look at the power of the first-ever ELANTRA N.

Produced, Directed and Edited by Blake Vaz

"A fun activation that went above and beyond the client's expectations."

"See the screams of the people we frightened with the power of the first-ever ElantraN."



TACO CRONICLES | Social Media Campaign

A series of social media promotional videos that formed part of the NETFLIX series, THE TACO CRONICLES. Shot and edited in the style of the series episodes, focusing and featuring the salsas used on the episodes.

Produced and Edited by Blake Vaz

"Many of the most popular taco styles have long and rich, but little-known, histories; this docuseries explores some of them in this eye-opening, mouthwatering food adventure."

"Taco Chronicles argues that Mexico and the taco are inextricable, and a thorough exploration of the taco will provide a deeper understanding of the country."



THIS IS MI CULTURA | A social media series.

An Instagram series that takes Latino influencers back to their roots to connect with their culture and celebrate Hispanic Heritage Month.

Produced, Directed and Edited by Blake Vaz

"As Latinos, we believe that it's super important to stay close to our culture and heritage. A series like this highlight the richness of our culture and the importance of sharing the best of us."

"This Instagram series shows how to properly connect with Latin audiences as a brand, merging entertainment with education and culture."



BLOOD STAINS

Leaving his band and girlfriend behind to become a star in America, an ambitious singer meets a mysterious hitch-hiker with a plan.

Directed, Produced, Written, Scored and Edited by Blake Vaz

"From the opening scene and throughout, this Blood Stains by Blake Vaz oozes class with excellent cinematography, stunning editing, and kick ass tunes, courtesy of the Directors band, The Mulberry Purple."

"Blood Stains is a microcosm of what will hopefully be a feature-length film, some day. With strong characters, great actors, exceptional cinematography and aesthetic, and a riveting plot, I am highly anticipating the release of the feature-length film; if it is as well-executed as this short, it will be marvelous."



L.U.N.A. (password: Giallo)

Field technician, Lilian Romero, is sent out to diagnose an error from her company's home assistant device I.U.N.A. When she arrives, she discovers this is no ordinary error...Or home.

Directed, Produced, Scored and Edited by Blake Vaz

"What director Blake Vaz excels at with the 10-minute horror L.U.N.A. is building up a truly gripping atmosphere of suspense. Admirable for the journey it takes its audience on, combining staples of the genre, from old houses and their basements to the unseen observer, to cries for help, and of course, malfunctioning technology.

"Somewhere between sci-fi and spookshow, L.U.N.A. is a surprising short. It's difficult to review such a precise, succinct film without spoilers but suffice it to say this simple little film, with a tiny cast, a simple, single location, and no expensive big-budget trickery to think of, gets special commendation in my book."



HYUNDAI TUCSON BACHELORETTE



TOYOTA EVERYDAY WE HUSTLE



HYUNDAI CALM YOUR JOURNEY - BEACH



HYUNDAI CALM YOUR JOURNEY - RAIN



ESPN DEPORTES



CARTER'S



HYUNDAI OWNER STORIES



CAFÉ CON QUICKBOOKS



MUÑECA BY URIEL SAENZ



HYUNDAI HALLOWEEN



EL RIO GRANDE MARKET



HYUNDAI UNINTERRUPTED

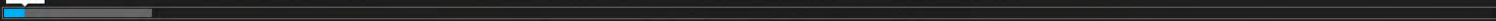
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