

ANA LAURA CARUSO

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PROFESSIONAL SUMMARY

As a highly motivated and innovative content producer with over seventeen years of editorial experience spanning journalism, book publishing, and digital content management, I have consistently excelled in dynamic roles within the literary and entertainment sectors, including book-to-screen adaptation. My strong background as a writer and proven track record as a successful book publisher have equipped me with the expertise to identify promising writers and compelling literary topics. One of my notable career achievements has been serving as the editor of Argentina's number one best-selling book of the year, where I played a pivotal role in shaping its success and impact on the literary landscape.

Transitioning into the entertainment sector, I adeptly bridge the gap between the literary world and TV streaming platforms. My talent for rapid content evaluation and identifying captivating narratives has led to launching several streaming series and securing numerous book options, a success that has significantly contributed to 20 per cent of Paramount+ projects in Latin America being book-based adaptations. Passionate about diverse storytelling, and with a deep love of books, TV, and film, my unique blend of creativity and industry expertise make me a valuable asset in collaborative environments that value autonomy, diverse perspectives, and shared ideas. I am now eager to expand my career internationally.

KEY COMPETENCIES

Editorial Expertise, Content Acquisition and Industry Knowledge

- Proficient in identifying and acquiring intellectual properties (IP), including books and other sources, evaluating their market potential, and quickly identifying compelling narratives for adaptation.
- Strong familiarity with the current IP-to-screen landscape, encompassing deal-making, prominent authors and creators, trending books, and existing IP developments in Latin America.

Strong Leadership, Relationship Building and Stakeholder Engagement

- Engagement with industry stakeholders at all levels, forging robust connections with Latin American publishers, production companies and writers, while effectively promoting literary content.
- Effective leadership with a focus on fostering team collaboration and innovation.

Effective Communication, Project Management and Organisation

- Proven track record of efficiently managing publishing projects, consistently meeting deadlines, and demonstrating strong organisational skills, acute attention to detail, and multitasking abilities.
- Skilled in effective written and verbal communication, with a deep understanding of platform expectations for book titles, excelling in pitching books to key decision-makers.

CAREER SUMMARY

Mar 2019 – Present

Content Analysis Manager and Book Scout
Paramount+ | Buenos Aires, Argentina

Mar 2013 – Mar 2019

Book Publisher
Penguin Random House | Buenos Aires, Argentina

Dec 2014 – Dec 2015	Creator and Producer Recital Podcast Buenos Aires, Argentina
Nov 2012 – Mar 2013	Freelance journalist National Geographic Buenos Aires, Argentina
Dec 2010 – Nov 2012	Staff Writer Perfil.com Buenos Aires, Argentina
Apr 2010 – May 2012	Freelance Journalist Los Inrockuptibles, Clarín and Newsweek Buenos Aires, Argentina
Oct 2006 – Dec 2010	Staff Writer Buenos Aires Herald Buenos Aires, Argentina
Mar 2010 – May 2012	English teacher Islands International School Buenos Aires, Argentina

CURRENT ROLE

Content Analysis Manager & Book Scout, Paramount+ Viacom International Studios | Buenos Aires, Argentina Mar 2019 – Present

In my role as Content Manager, I have a multifaceted position with a primary emphasis on identifying and acquiring intellectual properties suitable for TV adaptation. These sources encompass a wide range, from books and articles to short stories, podcasts, and video games, including original content from external production companies. Collaborating closely with the development content teams, I play a pivotal role in curating material to shape compelling films and series for the Paramount+ streaming platform. Additionally, I oversee one direct report and provide supervision and coordination for a project evaluation team comprising up to 10 staff members.

Additional Responsibilities

- Analysing all evaluation projects that are presented for Viacom International Studios and Paramount+ across Latin America, including Argentina, Brazil, Mexico, Colombia, and Chile.
- Managing the reception of pitches, reviewing pitch decks, and evaluating scripts.
- Cultivating strong relationships within the agent community, connecting with both new and established agents to stay informed about potential projects and industry trends.

Notable Achievements

- Successfully secured 30 book options in four years, contributing to 20 per cent of Paramount+ projects in Latin America being book-based, diversifying content and boosting viewer engagement.
- Established crucial connections with major literary agencies, publishers in Latin America and Europe, and formed strategic partnerships with Wattpad, Planeta, and Penguin for potential book-to-film and series adaptations, significantly boosting our content acquisition capabilities.
- Spearheaded the development of a method for comprehensive project evaluation, incorporating both quantitative and qualitative criteria.
- Designed and implemented a Smartsheet solution for efficient categorisation and instant access to all Paramount Latin America projects, significantly enhancing content evaluation workflows.
- Effectively assumed temporary leadership in the absence of a team head during the pandemic, ensuring smooth project management.
- Established the Storytellers script contest from the ground up, including rule formulation with the legal department, jury selection, and coaching four winners in crafting their initial packages.

ADDITIONAL CAREER HISTORY

Book Publisher

Penguin Random House | Buenos Aires, Argentina

Mar 2013 – Mar 2019

As a fiction and non-fiction book editor, my roles encompassed manuscript acquisition, editing, and collaborating with authors on content. I also managed publishing strategies, liaised on content rights, and coordinated various departments for efficient production. Building strong relationships with authors, I organised book events and devised marketing plans, all while conducting market research to stay informed about potential acquisitions and trends, and closely managing sales performance to optimise our publishing efforts.

Notable Achievements

- Devised and edited the best-selling book *Caos* by Magalí Tajés, a top-seller in Argentina and Uruguay in 2018, still ranking among the top 10 in Penguin Random House Argentina's history.
- Negotiated and closed deals with writers, including Erika Halvorsen for *El hilo rojo (The Red Thread)*, while simultaneously selling film rights to a producer. This success led to the book becoming one of the year's best-sellers, with the associated movie setting new records for audience attendance.
- Edited award-winning projects, collaborating with acclaimed Argentinian writers like Samantha Schweblin, César Aira, and Mariana Enriquez, whose works achieved global recognition through their translations.
- Launched audiobook production and played a pivotal role in the creation of the *No Ficción* podcast, driving innovative publishing initiatives to promote non-fiction books.

Career History prior to 2013 available upon request.

EDUCATION AND PROFESSIONAL DEVELOPMENT

Bachelor of Communication Studies

(Graduated with Honours)

University of Buenos Aires

2011

Level Up, Leadership for Women

Universidad del CEMA, Buenos Aires, 2021

Digital Immersion Program

Digital House, Buenos Aires, 2019

British and Irish Literature from 1900 to the

Present (Post Graduate Scholarship)

The University of Edinburgh, UK, 2015

Post Graduate Course: Transmedia Storytelling

Universidad Austral, Buenos Aires, 2018

COMPUTER SKILLS

IT: Word, PowerPoint, Excel, Smartsheet, Photoshop, SAP.

Social Media: Wordpress, Blogger, Substack, Facebook, Instagram, TikTok.

LANGUAGES AND EU WORK STATUS

Fluent in Spanish (native) and English. Intermediate level Italian.

Argentine/Italian Dual Citizenship.

REFEREES

Available upon request.