

Phoenix Films was created by Alejandro Gutierrez and Andrea Meral in 2020. Our enthusiasm for storytelling is contagious; Our passion is for those who need a voice. We pursue to connect meaning, heart, and thought, to our lifestyle. We believe that great energy and philosophy will carry forward. It's sweat... heart... patience. We're vibrant, driven creatives, shooting for the best in ourselves and others.

Alejandro Gutierrez, the Mexican born moved to New York in 2010, and has made a name for himself telling fanciful stories for the world of advertising. As Creative Director for Samyroad, Alejandro has collaborated everywhere from L'Oreal Paris, Lancome, Pepe Jeans, Beefeater, Essie, Ron Barceló, the list goes on. His naturalistic sensibility embraces the bizarre and creates a detailed world that's often both beautiful and imaginative. While much of his work incorporates odd in camera effects, Alejandro avoids cold and glossy imagery by conducting a charming cast of human and often animated characters. His unified sensibilities show a meticulous eye for detail and a natural ability to draw the best from their collaborators. His shooting style is loose but focussed, imaginative yet relatable, and always places emphasis on captivating imagery.

Andrea Meral, a 2014 graduate from UACE BCN (University of the Cinematographic and Theatrical Arts of Barcelona) with BAs in Direction, Production, and Acting, a Master's in Theatre and minors in different fields of the business. Her career started at a very young age, and decided to become a professional behind the scenes when arriving to college. Since then, she's worked on dozens of projects in the US, Mexico, Spain, and other parts of the world, including, advertising commercials, PSAs, ads, music videos, and independent films, some even winning big awards. Her passion for storytelling is endless and her attitude sparkling.