

**Faride Schroeder**

Writer, Director, Ambassador of [Free The Bid](#)

Faride Schroeder is a Mexican writer and director passionate about images and characters full of meaning. In her work her constant search for beauty and magic, her attention to detail, symbolism and content within the narrative are visible; essentially through a strong feminine gaze. She has worked in the national and international film and advertising industry for 13 years, which gives her a particular mix of a young way of understanding media and vast professional experience. Faride also writes and directs her own film projects which have been selected in several international film festivals abroad and the most important ones in Mexico.