

Date of birth: January 31, 1980 - Bogotá, Colombia

Nationality: Spanish + Colombian

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Profile

With over 10 years of experience in audiovisual production, I have accumulated a wealth of experience that allows me to lead a wide variety of projects from conception to delivery. Born in Colombia, my journey began in Barcelona, where I studied theater, production, creative writing, and post-production. This training has provided a solid foundation for my multifaceted role as a Creative Producer.

Back in Bogotá, I had the opportunity to develop my skills working on fiction, non-fiction, advertising, and TV projects for clients in Colombia, Argentina, Brazil, Panama, and Ecuador. Since returning to Barcelona in 2022, I have expanded my career by collaborating with clients in the United States, the United Kingdom, China, the Middle East, and Spain. This experience has given me a broad understanding of international project management.

As a manager, I coordinate and lead all production teams, working closely with directors, other producers, and technicians. I foster a collaborative environment and ensure that everyone is aligned with the project's goals, scope, and deliverables. I supervise the performance of the entire team and provide guidance when necessary to ensure that all production requirements are met meticulously.

My experience in financial planning and resource allocation has been essential to the successful execution of projects. I have developed budgets and cash flow projections that allow for detailed resource tracking and monitoring. I ensure compliance with assigned budgets and production schedules by negotiating and contracting with suppliers, contractors, and talent. My collaboration with the financial department has been instrumental in tracking expenses accurately and identifying areas for cost optimization.

Effective communication with clients is the cornerstone of my approach. I actively listen to their needs and expectations, presenting them with creative proposals and providing regular updates on project progress. I manage client relationships with care, prioritizing customer satisfaction by delivering projects that not only meet but exceed their objectives.

Finally, beyond my role as a Creative Producer, I strive to maintain a healthy focus in my personal life, strengthening my mental and physical health through sports, especially cycling, which also allows me to connect with nature, which I try to instill in my young daughter together with my couple, whom I support in her artistic endeavor, bringing all my experience in creative project management.

Experience with La Familia London (2017 - Today)

La Familia London is a creative production company with teams across London, Bogota, Cairo, and recently Barcelona. Since 2017, I have been part of, initially leading the team in Colombia, and since 2022, I have taken on the role of spearheading the newly established Barcelona office. Throughout my journey with La Familia, my responsibilities have encompassed a wide spectrum of tasks, from creating compelling proposals and innovative formats to overseeing production, directing projects, and actively participating in post-production. In some cases, I have even had the opportunity to co-direct projects, further amplifying my creative impact.

- Producer - Digital Campaign - Seat Mo 125: Go for more - Barcelona 2023 (on post)
- Producer - Digital Campaign - [Cupra New Year](#) - Barcelona - 2023
- Producer - Branded Content - [Golden Hour x Conde Nast](#) - USA 2023
- Post Producer - Branded Content - [Hypebeast x Wilson](#) - China 2023
- Producer - Branded Content - [Cupra x Padel](#) - Barcelona 2023
- Post-producer + AD - Video Clip - "[GG](#)" [ABO EL ANWAR x SANTA for SPOTIFY](#) - Egypt 2023
- Post-producer - [Brakes off in Diriyah, FIA Formula-El, Riyadh](#)- Saudi Arabia 2023
- Post-producer - [Culture Trip visits Abu Dhabi](#) - Abu Dhabi 2022
- Creative Producer - [Documentary short film - Mothers](#) - Bogota, 2022
- Line Producer - [Dresses and Flowers Campaign - Falabella](#) - Cartagena 2022
- Creative Producer - [Docu-Reality TV Series - A Varias Manos](#), Canal Capital, Bogotá 2022 **Nominated for Best Reality at India Catalina Awards 2022**
- Creative Producer - [TV Documentary Series - Through the window](#), Canal Capital, Bogotá 2020. **Nominated for Best Docu-series at the India Catalina Awards 2021**
- Creative Producer - TV Documentary - [Mariana Pajón: The Golden Route](#), Red Bull Colombia, 2020. **Nominated for Best Sports Production at India Catalina Awards 2022**
- Creative producer and co-director; Action Clip - [DK in Panama City](#) Panama, 2020.
- Director's assistant; Advertising - Stella Artois, ABInBev, Bogotá - 2019
- Director's assistant; Advertising - Redd's, ABInBev, Bogota - 2019
- Line Producer - Branded Content - [The Changemakers. Hewlett Packard](#). Barranquilla - 2019
- Creative producer and co-director - Web Series - [Style confession](#). Fontanar, Bogota - 2018
- Line Producer - Branded Content - [Conrad by Hilton](#) - Conde Nast Traveler, Cartagena - 2018
- Line Producer, Advertising - Coca-Cola Trophy Tour; Bogota - 2018
- Creative Producer and co-director, Branded Content - [Rodando](#). Red Bull Colombia - 2017

Experience 2008 - 2017

In 2011, I embarked on the journey of founding Blanco Films in Colombia, establishing it as a sole proprietorship. This endeavor provided me with the opportunity to offer professional services to corporate clients who sought a legal entity for their hiring needs. As a neophyte entrepreneur, this experience was nothing short of an exhilarating adventure, allowing me to navigate the intricacies of personnel management, tax obligations, supplier relationships, and banking operations. This comprehensive exercise proved instrumental in developing a deep understanding of the ever-evolving dynamics of the business world, encompassing both the challenges and the rewarding moments that come with it.

- 2nd Assistant Director, Fiction Series - Queen Of The South - 2 Episodes - Fox US - Bogotá - 2017
- Production Supervisor, Feature Film - What's Your Name?; Bogota - 2017
- Producer, Documentary - Perfil de Paz. Ministry of the Interior Colombia; Bogota - 2016
- Producer, Branded Content - #UnColombianoOriginal. Semana magazine; Bogota - 2016
- Producer, Advertising. Colpensions, Bogota - 2016
- Producer, Parmalat Advertising; Bogota - 2016
- Line Producer, Advertising ICBF + RTVC; BOGOTA - 2015
- Creative Producer and Co-Director, Webserie - Todo Queda En Familia; Bogotá - 2015
- Producer and co-director - Corporate - We are Moved to Think Big; Bavaria. Bogota - 2015
- Producer and Co-Director, Transmedia, The Gessel - Niklauss Project; Bogota - 2014
- Producer, Events - Jamming Festival; Bogota, 2014
- Data Manager, Events - Picnic Stereo; Bogota, 2014
- Producer, Teacher, Secretary of Education - Idartes, Bogotá, 2014
- Producer and creator , Documental - Amici Dei Bambini (EU), Bogotá; 2013
- Speaker, Teaching - Digital Media and Strategies in Education -Universidad Nacional, Bogotá, 2013
- Producer, Videoclip, Turn on the motorcycle Cabas; Bogota, 2013
- Assistant director, TV Show - El Show de Perico, RTVC, Bogotá, 2012
- Producer, Videoclip, Indication. Lucio Feulliet; Bogota, 2011
- Columnist, Press, Newspaper L'independent de Gràcia, Barcelona, 2008-2009
- Writer, "It is Better to Die Sitting" Barcelona, 2009
- Production Assistant, Video Projects, AV Video; Barcelona, 2008

Education

National Theater - Direction of actors. Bogota 2011

Innovation and Training Center - Production and Postproduction. Barcelona 2007-2009

Ramon Llull University - Creative Writing -. Barcelona 2005

CECC - Film Performance. Barcelona 2000 - 2004 •
V́ctor Hernando Studio Theater - Theater - Barcelona 1999-2000
Man Art Theater - Theater - Bogot́ 1999
London Study Center - Advanced English - London 1998
Nova Scotia - Secondary School - Bogot́ 1997
Refous School - Primary Education - Bogot́ - 1990

Aptitudes

Extensive experience in audiovisual creation, leader of teams focused on content production and developer of ideas and trends using technological advances. Development of scripts and breakdowns. Ability for the editing and post-production process. I work on fiction projects, documentaries, and branded content, always looking to create innovative content that generates meaningful connections with contemporary consumers.

Tools	Languages
Premiere Pro - Team Projects Frame.IO Final Draft G-Suite Keynote	Spanish - Mother Tongue English - Advanced Catalan - Advanced

Hobbies:

I enjoy going on long bike rides to explore new places and feel the freedom of the open road. Cycling keeps me in peace and allows me to connect with nature. I also love to write and have been working on several scripts that I hope to get produced. Writing allows me to express my creativity and bring stories to life. But my favorite thing to do is spend time with my family. We love to travel, experience new cultures, and create lasting memories together. These adventures strengthen our bond and help me appreciate life beyond the written word.

References

Cristobal Sotomayor - Managing Director Latam at Twentyfour Seven
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Lia Pimenta - Regional Executive Producer Manager Latam at Red Bull
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