

Allan Lorence

Content Producer & Filmmaker

CDMX / Mexico City, México

+52 5539140428

allan.lorencee@gmail.com

I've been a Content Producer and Filmmaker for the past 10 years. I started with research and writing scripts for corporate videos, and then assumed roles as Director and Producer for a variety of audiovisual projects. I have been involved in all aspects of the content development process from inception to final delivery. I stay current with prevailing social trends and look for opportunities to connect people with content that really matters.

EXPERIENCE

Content Curator

Pictoline

CDMX, Sept. 2019 - July 2020

- Analyzed and identified emerging trends in pop culture news to develop commercially valuable content for distribution to 3,000,000 viewers throughout Latin America.
- Maintained full agenda including relevant postings of two daily updates on social media platforms plus direct special projects on Tik Tok and Gumroad.
- Generated collaborative relationships and interviews with leading experts, bloggers, academics and other influential sources to build original content.
- Provided team leadership and training to the Editorial Department specifically for quality assurance, breaking news coverage and fact checking.

Concept Development Manager & Filmmaker

Somos Equipo (TV series for Canal Once)

CDMX, Aug. 2018 - March 2019

- Research and concept creation of the tv show.
- Developed relationships with specialists in sports and academic fields (UNAM, CONADE) to create original content for target audiences.
- Wrote scripts for the whole series (13 episodes) and set timetables for deliverables.
- Conducted interviews, supervised post production and attended follow-up meetings with clients.

Content Creator and Filmmaker

Malca Comunicación

CDMX, June 2015 - Aug. 2019

- Did research and development for 40+ television and digital marketing projects.
- Networked extensively and maintained ongoing creative and business relationships with key people for each project: scientists, bloggers, ONG's, journalists, artists.
- Planned and coordinated teams, tracking progress for multiple ongoing projects.
- Producer and Director for more than 20 TV shows and events (EcoAzul/Canal14, Festival del Ajedrez/UNAM, Bolo Fest/Liverpool).

- Started as a Production Assistant in *¿Por qué en México?* TV series and winner of the Pantalla de Cristal prize in 2016.

EDUCATION

Universidad Nacional Autónoma de México, B.S., Mass Communication, 2012.

SKILLS

Research, Analytical Reasoning, Adaptability, Persuasion, Collaboration, Emotional Intelligence, Creativity, Social Listening, Social Profiling, Scriptwriting, Video Production, Video Directing (Photography, Lighting & Equipment), Video Editing, Software (Adobe Suite), Film School Instruction (Adjunct Faculty UNAM), Training, Team Management.