

# IVÁN SOTO

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## PROFILE

6+ years of experience producing assets for digital and social media campaigns, strong experience on set, camera knowledge and audio/video editing with the Adobe Creative Cloud. Great storyteller. Always doing research about the content that users consume on a daily basis to better understand the consumer needs. Collaboration is essential with videos production and postproduction teams

## EXPERIENCE

### **Cosmic Latte Films/PluxStudio/CDMX/Video Producer-Editor — 2019-Now**

Create custom digital and social media-first video content based on the needs of specific brand priorities. Producing internal corporate contents for brands like BIMBO, ORACLE, AMGEM, ILSP, Garena Free Fire.

### **Charger MX/CDMX/Video Producer- Feb/Nov 2019**

Producing videos for internal communication and also advertising for BBVA about +100 videos. Conceptualizing, storyboarding, shooting and editing, knowledge production including set up, lightning, directing and shooting footage. Collaborating with marketing managers and creative directors for la Liga BBVA (Terán)

### **Wanderlust Festival México/Creative Director — 2017**

Responsible for producing, shooting and editing the content video for the brand, building a partnership through social media content with suitable brands for wanderlust like Gatorade and Adidas. Also shooting and editing the after movies videos of each festival.

### **Grupo(ECO)/Video Producer/Editor — 2016**

Video coverage of different music festivals and music videos. Producing, shooting and editing and sound recording. Working closely with music producers to execute music videos for mexican bands like the cookies, simpson ahuevo. Developing campaigns for brands like Michelov Ultra, Corona Sunsets, Neuland (Philip Morris) and Corona Sunsets.

## **EDUCACIÓN**

**Centro Universitario de Mercadotecnia Y Publicidad —  
Diseño Publicitario 2016**

## **SKILLS**

Strong experience with different types of brand and necessities for different type of content.

High Knowledge of video production, preproduction, shooting and post production.

Master on video/audio editing with Adobe Creative Cloud

The ability to adapt quickly and to apply creative solutions to different kind of problems opportunity

## **FREELANCE**

Ocesa/Timelapse México Photo Editor Corona Capital/Flow Fest 2019

H&M 2020 Sunshop Video Campaing

H&M 2019 Billie Eilish Video Campaing

HangOut México 5 Travel Videoclips Guerrero, Oaxaca, Jalisco, Guanajuato, Toluca 2017- 2019

Cisco Live LATAM 2018 video event after movie

Hotel Xcaret México Lead Photographer 2018

Sun Channel- 7 Chapters BBTravel Amanda Rosa 2018

## **REEL**



