

**Dynamic and visionary CREATIVE, VIDEO EDITOR, PHOTOGRAPHER, VIDEOGRAPHER, DRONE OPERATOR, PRODUCER, with over two decades of experience driving innovative campaigns and fostering collaboration across diverse teams.**

Adept at identifying lucrative business prospects, analyzing market trends, and integrating cutting-edge technologies for maximum impact. Excel in leading cross-functional teams to optimize project workflows and uphold brand standards, resulting in exceptional customer satisfaction. Proven track record of optimizing ecommerce performance through targeted digital campaigns and strategic asset management. Advanced expertise in leveraging Artificial Intelligence to drive engagement with dynamic video content and automate responses across digital platforms.

## Areas of Expertise

- Data-Driven Analysis
- Video Production & Direction
- Content Creation & Strategy
- E-commerce Marketing
- Brand Management
- Video Editor
- Social Media Engagement
- Cross-Functional Leadership
- Project Workflow Streamlining
- Advertising Campaign Development
- SEO Optimization
- Graphic Motion Design

## Professional Experience

[Edaurrecoechea.com](http://Edaurrecoechea.com).

2019 — Present

Creative, filmmaker, Producer, Multimedia Expert.

As a seasoned creative, I lead a dynamic team of marketing specialists, driving revenue growth from \$5 million to \$7 million monthly. My role encompasses overseeing the development and execution of strategic content across multiple channels including social media, email, SMS, influencer marketing, website, and business-to-customer events.

Key responsibilities:

- Create high quality content, Photo and video, graphic design, video editing, graphic motion design, email templates, and advertising.
- Managing key digital platforms such as Instagram, Facebook, YouTube, and LinkedIn while ensuring alignment with brand guidelines.
- Leading cross-functional collaboration with Creative, Ecommerce, Sales, and Strategy teams to maximize campaign effectiveness and sales funnel performance.
- Analyzing KPIs and providing actionable insights to optimize marketing efforts, resulting in increased pull-through and ROI on paid investments.
- Fostering relationships with influencers and affiliates to expand brand reach and market presence.
- Ensuring a positive, collaborative work environment while driving the team towards achieving our ambitious business goals.

In my role, I thrive in a fast-paced, results-oriented environment, ensuring that all campaigns align with our business objectives, enhance brand visibility, and contribute to sustained revenue growth.

Directed growth and strategic initiatives for Harris Media Services as part of Harris Media Group, enhancing video production and digital presence. Led development and execution of advertising campaigns, website optimization, and digital marketing efforts to increase brand visibility and engagement. Facilitated brainstorming sessions to drive content strategy and creation for various publications including Snowest Magazine, Idaho Falls Magazine, Pontoon Magazine, and Idaho Falls Printing. Coordinated with stakeholders to refine sales strategies and foster robust client relationships, ensuring alignment with organizational goals and market trends. Develop advertising and campaigns for businesses like Triumph Motorcycles, Trails West trailers, Idaho Extreme Adventures, Slydsc, Falls River Electric Cooperative.

- Generated \$300,000 in revenue within first year of leadership, transforming Videobyhms.com into profitable entity.
- Developed comprehensive portfolio, established new website, and expanded network with external agencies to enhance market reach.

Directed comprehensive creative processes for 'Uncover Idaho' and 'Boondock Nation', ensuring cohesive art direction, production, and post-production workflows. Collaborated with teams on graphic motion design, enhancing visual storytelling across additional programming such as 'Discover Wisconsin' and 'Into Outdoors'.

- Successfully managed and directed 'Boondock Nation', ensuring high-quality content delivery and audience satisfaction.

Directed creative video development for YouTube TrueView, providing expert consultation to brands and agencies. Devised data-driven strategies for TrueView Skippable ads, enhancing brand metrics and artistic attributes. Led creative guidance initiatives to meet marketing objectives by leveraging brand lift metrics, including ad recall, consideration, and purchase intent. Collaborated with engineers, programmers, and marketing teams to develop, document, and disseminate tutorials and training material, ensuring adherence to best practices.

- Launched Director Mix feature, significantly enhancing ads creation experience with customizable tools for diverse audiences and increasing YouTube ad revenues.
- Played pivotal role in managing LATAM team's translation and documentation efforts for Director Mix, contributing to expansion of YouTube's ad market.
- Identified and rectified internal defects, streamlining YouTube campaign launches and improving workflow efficiency.
- Revitalized sales presentations by integrating creative mock-ups, strengthening sales narrative and client engagement.

Managed cross-functional teams to develop web applications and social media advertisements, focusing on customer experience enhancement. Oversaw quality assurance and brand reliability through comprehensive management operations and graphic motion solutions. Coordinated creation and delivery of animations for high-profile clients, ensuring brand consistency and stakeholder satisfaction.

- Elevated subscriber base by 44% through strategic quality improvements and innovative product concepts.
- Enhanced delivery rates of videos and projects by 68%, optimizing content distribution to stakeholders.

- Fostered stakeholder satisfaction by delivering tailored animations for Disney, LifeProof, OtterCare, Verizon, T-Mobile, Broncos NFL, and Other Shops.

## InJoy Health Education

### Producer Video Editor

2015 — 2019

Guided and supported design teams in creation of web applications, eBooks, and online educational programs, ensuring alignment with brand standards and market needs. Managed full cycle of bilingual video content production, enhancing efficiency of production workflows and compliance with regulatory standards. Oversaw digital asset management for all media, maintaining organizational integrity and accessibility.

- Boosted Spanish catalog sales by 34%, demonstrating keen understanding of language quality and user engagement.
- Set sales record in Spanish product market, generating \$68K in revenue within three-month span.
- Contributed to 20% revenue increase by integrating Spanish content tailored for Hispanic market in U.S.

## Radical TV LLC, Miami, Florida

### Director

2007 — 2014

Orchestrated production processes from conception to execution, developing comprehensive storyboards and preparing lead crews for project delivery. Led digital transformation of company's online presence, optimizing website and implementing effective social media strategies to enhance audience engagement and brand visibility.

- Successfully negotiated sale of 'Fiebre Extrema' show rights to Meridiano TV, maintaining production control and achieving over 8,000 hits per episode.
- Secured and managed over 15 sponsorships with leading brands like Panasonic and Yamaha, contributing to success of extreme sports show.
- Executed sale and extended broadcasting contracts for 30-minute TV show, demonstrating sustained success over five-year period.
- Played pivotal role in operational management of project worth \$3M, effectively targeting and penetrating Hispanic market.
- Leveraged expertise in video production to deliver high-quality consulting services, enhancing project outcomes and client satisfaction.

## Additional Experience

### **Marketing Director**, Gamboa Real Estate Group (seesaltlakecityhomes.com)

Directed high-impact marketing strategies in competitive, technology-driven real estate market. Spearheaded advertising campaigns and optimized websites, positioning the brand at the industry's forefront. Developed sales strategies and contributed to innovative campaigns, ensuring dynamic and visible market presence. Provided tailored marketing materials, empowering agents and enhancing brand visibility.

## Education

### Bachelor of Arts

Instituto Universitario de Nuevas Profesiones, Caracas, Venezuela

[Graphic Design Techniques Certification](#), Adobe Digital Learning Services

[Multimedia Specialist Certification](#), Adobe Digital Learning Services

[Viral Content Strategies Certificate](#), Jumpcut Academy

# Technical Skills

Final Cut Pro Studio | Google Ads & AdSense | Adobe Creative Suite | Microsoft Office Suite | Kaltura, Magento, and Vimeo | UX/UI Design | App Development | Extreme Sports | Music Videos, Documentaries, and Educational Content | After Effects