

Santos Jesús Soto Obregón

I am a proactive and outgoing professional with experience in all stages of video production and broadcasting. I have strong interpersonal skills and enjoy communicating and engaging with people of all backgrounds. I work very well in a team and also have extensive leadership experience. My professional experience, both behind and in front of the camera, gives me a unique insight into and understanding of the audio-visual communications industry. Through my work, I enjoy making the viewers feel emotion and bringing them closer to the shows, to create relationships between the audience and the content on screen.

EDUCATION AND SKILLS

2008 – 2012	Bachelor's Degree in Communication <i>University of Baja California Sur, México</i>	Grade: 9.1
2008 & 2010	Social Media and Marketing; Radio Broadcasting <i>University of Baja California Sur, México</i>	Diploma

I am proficient in the following editing software programs: Premier Pro, Final Cut Pro, Sony Vegas, After Effects and Lightroom. I am also able to use DSLR cameras, Panasonic P2 and the Blackmagic series. I have my own equipment which includes the latest Blackmagic Pocket Cinema Camera 4K, GoPro Hero 7 Black, DJI Ronin S, DJI Mavic Air, light equipment and my own workstation laptop. This enables me to work anywhere and in any environment.

EXPERIENCE

Freelancer, London, Barcelona and Mexico

February 2017 – present

- Filmed and edited live events including weddings, exhibitions and choreographed productions.
- Created bespoke marketing assets for both the Cancun Tourist Board and the Acapulco Tourist Board to promote the locations to international audiences. Materials included unique aerial videography and fully edited footage, with colour grading and sound design.
- Designed and produced the marketing and promotional campaign for the launch of Repsol in Baja California Sur, Mexico.
- Produced, shot and edited videos for several businesses and brands.
- In Barcelona I managed an audiovisual content team specialising in promo and live performance videos.

Producer, Editor, and Presenter, TV Azteca Noreste / A+ TV

October 2015 – January 2017

- Produced and edited numerous regular TV programmes.
- Earned a position as a lead presenter on the daily breakfast show *¡Con Ganas!*, broadcast across the north-east of Mexico.
- Was commissioned to produce, direct and present my own 12-episode TV show called *Más Mascotas*. The show was broadcast in 27 cities across Mexico and won the highest viewers rating in the region for Saturday broadcasts. The success came despite working on a tight budget and with limited resources.

Head Producer and Editor, TV Azteca Baja California Sur

January 2012 – October 2015

- Produced and edited both pre-recorded and live broadcasts, working with the NewTek Tricaster.
- Was promoted to Head Producer on the midday and evening daily news programmes.
- Directed and managed the production team, working to tight deadlines.
- Responsible for all commercial production, primarily creating adverts for clients. By increasing the creative and technical quality of the adverts, I increased company revenue and client satisfaction. I won an award for this achievement.

Reporter, Difusión Cultural at the University of Baja California Sur

September 2009 – December 2011

- Planned and launched the university's first TV programme, promoting culture throughout the state of Baja California Sur.
- Researched and presented reports on topics concerning the university and themes regarding the community's culture.

CONTACT



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