

# MARIO FERNANDEZ

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## SENIOR VIDEO PRODUCER

**Value Offered:** *Corporate Storytelling • Integrated Campaigns • Executive Communications • Field Production*

**Strategic Senior Video Producer** with 10+ years of experience leading end-to-end video production for enterprise marketing, brand storytelling, and internal communications. Develop and execute integrated video campaigns aligned with business objectives across broadcast and digital platforms.

Collaborate cross-functionally with marketing, sales, and leadership teams to translate complex ideas into clear, engaging content. FAA-certified drone pilot with experience capturing real-world, on-location content in dynamic environments.

### Video Strategy & Marketing Impact

- Translate business objectives into video concepts that support marketing, brand, and internal communication initiatives.
- Partner with stakeholders across departments to shape messaging and align content with organizational goals.
- Develop content tailored to different audiences, platforms, and campaign needs.
- Adapt messaging and creative approach based on audience, platform, and campaign goals.
- Simplify complex information into clear, audience-focused visual content.

## PROFESSIONAL EXPERIENCE

**TelevisaUnivision**, San Jose, CA  
**Creative Services Producer**

2023 – Present

- Lead development and execution of video campaigns across broadcast and digital platforms, managing 5-10 concurrent projects weekly.
- Own projects end-to-end, from concept through delivery, including scripting, production, and post-production.
- Drive creative direction and campaign strategy, partnering with sales and leadership to develop concepts and refine messaging.
- Direct on-location and studio shoots in live environments, executing complex productions under tight timelines, often as a solo operator.
- Manage production resources and operational needs, including equipment, freelancers, and logistics in a high-volume production environment.
- Translate complex topics into clear, audience-focused video content for diverse viewers.

### Notable Achievements:

- Led the **Día de Muertos campaign**, driving increased audience engagement (+30%), attracting advertisers, and contributing to new revenue opportunities. The campaign is currently a **regional Emmy contender** for excellence in community-focused storytelling.
- Earned two Hustle Awards within a year for outstanding productivity and creative initiative.

**Entravision Communications**, Monterey, CA  
**TV Production Manager**

2021 – 2023

- Led production of commercial video campaigns across multiple clients, managing concurrent projects from concept through execution and delivery
- Directed on-location and studio shoots, working with talent and crew in live production environments.
- Oversaw production schedules, resources, and timelines across multiple concurrent projects.

- Coordinated production logistics, schedules, and resources to ensure on-time delivery across multiple campaigns.

**Notable Achievements:**

- Increased client ratings by 8% through campaign rebrand.
- Drove 25% revenue growth for a local business through targeted video campaign.

**University of California, Merced, CA**

2019 – 2021

**Associate Video Producer**

- Developed and executed video campaigns supporting university marketing and student recruitment initiatives.
- Partnered with internal stakeholders to shape messaging and highlight key academic programs, research, and student stories.
- Planned and executed shoots, including research, location scouting, and pre-production.

**Notable Achievements:**

- Developed a campaign that resulted in a **15%** increase in student acquisition and a **35%** rise in postgraduate student applications.
- Best Documentary Style Marketing Video Award 2020 “Leland Legacy
- Circle of Excellence Award Silver 2020 “We Are UC Merced”

**Mindless Imagination Studio, Modesto, CA**

2012 – 2019

**Head Editor/Motion Graphics Artist/Screenwriter**

- Led creative **development and post-production for client and internal video projects.**
- Developed scripts and campaign concepts tailored to target audiences
- Managed editing workflows and guided a team of editors to ensure quality and consistency

**EDUCATION & CERTIFICATION**

**BA, Film and Communications** | *Radio, Recording, Film Connection* - 2015

- Awards – Best Student Horror Short Film, LA Film Festival

**Photography Certificate, Modesto Jr. College, Modesto, CA** - 2011



**BEST STUDENT OF THE YEAR**

**CERTIFICATIONS**

FAA Part 107 Certified Drone Pilot License (Issued 2019)

**COURSES**

DaVinci Resolve Training, Adobe Creative Cloud Training course, FAA Certification Program, Gimbal and Steadicam Operation Course, Film Production Boot Camp.

**TECHNICAL SKILLS**

Premiere Pro, After Effects, Audition, Illustrator, Photoshop. Other NLEs include DaVinci Resolve, Final Cut Pro, and Avid