

Alexis Escarfullery



Creator, Producer, Creative Consultant

Multi Level Production Manager with 20 years in Digital Multimedia Content, Film, Broadcast Media and Video production. I'm a native Spanish bilingual producer from Austin, Texas. I help big and small companies produce, write, direct, shoot, edit, animate, voiceover and postproduce high visibility, high-quality original video and advertising content for broadcast and social media, feature film and documentary productions. I'm also an independent consultant in corporate and commercial video production including Motion Graphics, VFX, marketing content, training design for LMS, CMS management and business intelligence tech advisory.

I've been lucky to work for some of the greatest companies ever made, next to awarded filmmakers including an Oscar winner, up and coming independent artists, Start-up entrepreneurs, humanists and nature conservationists around the world. I love what I do, and driving a project to success is my main goal.

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Work Experience

STREAMING VIDEO CONTENT SPECIALIST at Paramount+

Avispa Technology - AUSTIN TX May 2022 - Present

Content management and curation of one of the largest media libraries and best known production studios in the world. I get to oversee content curation for both domestic and international in multiple languages. Eng, Fr, Spa. Pr, Ita, De.

VIDEO ON DEMAND WORKFLOW SPECIALIST at YouTube TV (Alphabet)

Tata Consulting Services - AUSTIN TX October 2020 - April 2022

Spearheading the new "a la carte" service from Google, I'm a former specialist in the CMS workflow that YouTube TV launched as Video On Demand. Managing multi-million dollar video assets on YouTube TV's newest multi channel platform. XML metadata ingestion, parsing, force publishing, curation and process optimization for premium, transactional and subscription content are part of my every day.

VICE PRESIDENT of Global Business Development

DJNR Interactive - AUSTIN TX July 2020 - May 2022

Expanding DJNR Interactive into the world of live online content.

As Channel Director for DJNR Live! My responsibilities were many, including business model development, proposal and agreement documents creation, production pipeline design and scheduling, implementation and reporting. This February we launched our latest expansion, DJNR LOVE, a non profit benefiting female entrepreneurs with digital marketing know-how and business mentorship expertise. <http://djnr.love/>

UNIVERSAL CATALOG CURATOR at Apple TV

Menlo Technologies - AUSTIN TX November 2019 - March 2020

International Multilingual Catalog curator for the largest media content library in the world, the UMC on Apple TV. I learned XML metadata management for CMS and digital content curation and auditing. Unfortunately, I was laid off at the beginning of the COVID 19 pandemic.

CREATIVE SERVICES & BRANDED CONTENT PRODUCER

Univision Communications Inc. - AUSTIN TX February 2016 - July 2019

Conceptual design, Copywriting and production of TV shows, news content, live events and interviews. I designed and executed the looks for Univision's Newscast for a year in which time Univision Austin became the model station for the whole network in the rest of the United States and abroad. In this position I provided art direction, creating branded content for broadcast TV, radio, print as well as producing shows, commercials and promotional material editing video and producing motion graphics every day of the week.

LIVE BROADCAST PRODUCTION CREW

NBA - AUSTIN SPURS - AUSTIN TX March 2015 - 2016

Broadcasting the Spurs D- League games live on ESPN 3 and on YouTube TV, one of the most dynamic camerawork experiences.

VIDEO PRODUCTION SPECIALIST

Austin Water - AUSTIN TX February 2015 - July 2015

Photographed every Water Utility asset for the first rebrand Austin Water had undergone in more than 50 years. Providing direction and recording daily live council meetings with 5 remote control cameras, the content I produced was aired on ATXN and the pictures stored to the Utility's image and branding catalog. I was lucky to work with the most talented people, artists and directors and this position went on to open many doors for me. I'm very grateful.

VFX PRODUCTION MANAGER

Twelfth Night Entertainment May 2014 to Sept. 2015

On the Project by project basis, created the teasers, trailers and video reels used by Twelfth Night Entertainment for their project pitches and promos. I directed the art, designed and created the visual effects for teasers and sizzle reels for many projects, working directly with Oscar-winner director Arturo Ruiz Esparza.

POST PRODUCTION MANAGER - WEB FRONT DESIGNER

GIBBE Productions Inc. May 2014 to September 2015

Editing, directing art and design, restoring archive video, video reels and designing the website for Richard Gibbe's acclaimed production company. My work there is available to see at www.gibbe.com

SENIOR APPLE CARE ADVISER

Apple Inc. - AUSTIN TX November 2011 - May 2014

Trained and mentored the LATAM support team that expanded warranty and technical services worldwide. I created the LMS guides, training content and walkthroughs for processing of international shipments and services used to train new associates. The LMS content I created contained detailed steps for procedures including international service providers contact and location info, step by step guides on transactional finance in LATAM, AppleID Account Security, service templates and process optimization like this for [example](#) . During this time I also wrote a tool that Apple used to track their warranty/ repair and replacement services across LatinAmerica and the United States using FileMaker in one week. I completed training on all major Apple Services and Software CPU, iWork, Pro Apps like Final Cut, Motion and Compressor. At Apple I learned how a world-class Fortune 500 tech company operates and what the KPI's are for their amazing operational success.

LIVE MEETING ADMINISTRATOR

Microsoft Inc. - AUSTIN TX September 2009 - November 2010

I was a live administrator in the field of virtual meetings 10 years before it became the new normal. Microsoft's Live Meeting platform was a precursor to WebX, Go to Meeting, Zoom and Google Meet, providing LMS and remote live meetings working with corporations like KellerWilliams, P&G and Pfizer. AmixofIT specialist on every Microsoft product, a live technical director, executive assistant, phone operator and B2B relations rep.

Education

2000- 2004

Monterrey Tec ITESM, - Monterrey, Mexico

BACHELOR OF SCIENCE - Multimedia Communication Science

2004- 2005

ECAM Escuela de Cine del Audiovisual de Madrid- Madrid, Spain

DIPLOMA IN FILM ANALYSIS - Objective storytelling, narrative style, shot composition and visual meaning.

2004- 2007

Instituto del Cine Madrid NIC - Madrid, Spain

MASTERS IN FILM DIRECTION - Film Production and Direction 3 year hands-on program.

SKILLS

Native Spanish, Fluent French, conversational Italian, Video Production 20 years, MS Office Word, Excel, Project and PowerPoint trained by Microsoft as an expert over 10 years, Video Editing 18 years, Avid 5 years, Adobe Premiere 10 years, Final Cut Pro 8 years trained by Apple as SME, Copywriting, Narrative storytelling, Adobe Creative Suite, Adobe After Effects, Adobe Premiere, Project Management, Production Management, Motion Graphics, copyright law for creators, Internal Communications Management, Ap Style, Marketing Content Ideation and Production, Media Relations, LMS content management and creation, Audio Mixing, Animation, Acting, Voice Over acting, narration and simultaneous interpretation Spanish - English, Marketing Strategy, Project Management Platforms, Project Financials Budgeting and Scheduling, Agile Methodology, Basecamp, Wrike, Monday, Trello, scriptwriting, Final Draft, Celtx, script adaptation, 3D content modeling and compositing, Maya, 3DS Max, Unreal Engine, CGI Cinematics, particle systems, model and scene lighting for stage or virtual scenes, campaign design, creative writing, technical writing, commercial copywriting, SEO copywriting, production studio management, digital content design, customization and localization.