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Top Skills

Organizational Design
User Interaction
Technical Editing

Languages

French (Professional Working)
English (Native or Bilingual)
Spanish (Native or Bilingual)

Publications

David Byrne for Midterms Matter
Walker Gates Vela commercial
STAN HERD - EARTHWORKS
Univision Austin QR code campaign
Promo

Alexis Escarfullery

Creative Production Lead - Video Production - Media Specialist
San Antonio, Texas, United States

Summary

With a foundation in multimedia production and marketing consulting, my journey has now led me to helm projects as a Unit Production Manager at Stareway Films. Here, my focus lies in meticulous budget management and team leadership. Our team ensures every production adheres to financial constraints without compromising on creative vision or efficiency.

Problem-solving is at the core of what we do, navigating through industry regulations and fostering collaboration to achieve success. My dual expertise in content production and marketing strategy, honed over the years, plays a pivotal role in the seamless execution of our diverse and ambitious projects at Stareway Films.

Experience

Stareway Films

UPM
July 2024 - Present (8 months)
Austin, Texas Metropolitan Area

- **Budget Management**: Developed and managed production budgets, ensuring adherence to financial constraints while maximizing efficiency.
- **Scheduling & Resource Allocation**: Created production schedules and coordinated the allocation of resources, including crew, equipment, and locations.
- **Team Leadership**: Led a diverse team, fostering collaboration and effective communication across departments to ensure project success.
- **Problem-Solving & Compliance**: Addressed production challenges while ensuring compliance with industry regulations and safety standards.

Self-employed

Multimedia Content Producer and Marketing Consultant
July 2019 - Present (5 years 8 months)
Austin, Texas Area

- Led creative team in developing marketing campaigns resulting in a 20% increase in brand awareness.
- Managed project budgets and forecasts, ensuring on-time and within budget delivery.
- Oversaw asset procurement and location management for successful multimedia content production.

Paramount+

Content Specialist, Streaming & Video Operations

May 2022 - June 2024 (2 years 2 months)

Austin, Texas, United States

International catalog curation of household name tv shows, channels like MTV, CMT, Comedy Central, CBS, Showtime and every VIACOM property now under the Paramount seal. Asset migration, metadata analysis, metadata modification, change management, programming supervision, quality assurance of Paramount's catalog content spanning over 58000 video assets in multiple languages, feature films, reality shows, talk shows, comedy, sci-fi and every cop drama you'll ever see.

Tata Consultancy Services

Video On Demand Workflow Specialist at YouTube TV

October 2020 - April 2022 (1 year 7 months)

Austin, Texas, United States

- Led team in managing live and VOD content, metadata analytics, and catalog management for premium digital media publisher.
- Spearheaded technical leadership for remote curation teams, including world-class events like the Olympics.
- Procured and integrated content for YouTube TV, optimizing workflow efficiency and user experience.

djnr interactive, LLC

Vice President Of Global Business Development

July 2020 - March 2022 (1 year 9 months)

Austin, TX, United States

- Developed business model and proposal documents for DJNR Live, leading to successful launch of DJNR LOVE non-profit.
- Closed deals with top brands like Beam Suntory, securing \$5 million in revenue within a month.

Menlo Technologies, Inc.

Apple TV International Catalog Curator

November 2019 - March 2020 (5 months)

Austin, Texas Metropolitan Area

- Curated and cataloged multilingual and international content for Apple TV, utilizing technical editing and content management skills.
- Collaborated with teams to ensure brand awareness and user interaction, while prioritizing workload and meeting deadlines.
- Implemented agile methodologies and critical thinking to enhance content strategy and drive operational excellence.

Univision Communications Inc.

Creative Services Producer, Editor and Voice Over Talent

February 2016 - July 2019 (3 years 6 months)

Austin, Texas Area

- Led the conceptual design and production of promotional videos, social media ads, and print materials for Univision Entertainment and News.
- Implemented a successful QR code strategy resulting in over 6500 downloads of the Univision 62 App, winning a national challenge.
- Produced network branded content for TV, radio, social media, print, and posters.

I wore a lot of hats at Univision Austin!

Conceptual design, production of the promotional video, social media and print ads carrying Univision's brand name as well as client brands, for Univision Entertainment and News. During my time in the operations department Univision Austin became the model station for the rest of the United States and abroad. In this position I created network branded content that went on air on TV, radio, social media, print, and posters. I was also in charge of producing the Regional Music show, Musica Sin Limite, the morning show Despierta Austin and many commercials and promotional material for the station.

The last campaign I designed and implemented included a QR code I generated the help our viewers download the new Univision 62 App. Univision Austin competed against all other stations in the country to see which station had the most downloads. Univision Austin won the national challenge with over 6500 downloads of which 3500 happened in less than 15 days and were directly linked to the QR code strategy I designed and implemented. I was also on-camera talent:

<https://vimeo.com/353271620>

Midterms Matter

Artist Engagement Video Producer at ACL

September 2018 - October 2018 (2 months)

Austin, Texas Area

- Produced engaging video content for activist nonprofit Midterms Matter at ACL Festival.
- Conducted interviews with festival artists like David Byrne, Santigold, Deftones, to inspire voter turnout among younger audiences.
- Collaborated with team to create impactful statements promoting civic engagement.
- Contributed to the success of the campaign by showcasing the importance of voting.

National Basketball Association (NBA)

Austin Spurs - D League Camera Operator

2015 - 2016 (1 year)

Austin, Texas Area

- Operated cameras for live broadcasts on ESPN 3 and YouTube, providing dynamic camerawork for NBA D League games.
- Executed event planning and strategic thinking to ensure smooth production and high-quality sports camera work.
- Contributed to the success of arena broadcast experiences and live digital streaming productions.

Gibbe Productions Inc

Post Production Editor

May 2014 - December 2015 (1 year 8 months)

Dallas/Fort Worth Area

- Designed and implemented the Gibbe Productions Inc website, enhancing online presence and user experience.
- Edited video reel, re-encoding and digitally restoring old promotional content for optimal display.
- Collaborated with team to ensure high-quality video production and website maintenance.

Austin Water Utility

Video Production Specialist

May 2015 - July 2015 (3 months)

Austin, Texas Area

- Created and produced broadcast content for the City of Austin, including photography for catalog use and promo videos for the largest Austin Water Utility re-brand.
- Streamlined work at the public information office by implementing Basecamp as a department management tool, resulting in increased efficiency.
- Produced video segments for the annual leadership summit, with live broadcasts on ATXN.

Twelfth Night Entertainment

Visual Effects Producer

May 2014 - May 2015 (1 year 1 month)

Dallas/Fort Worth Area

- Produced teasers, trailers, and video reels for project pitches at Twelfth Night Entertainment.
- Designed special effects and sizzle reels for projects like El Rey Del Tomate and Unexpected.
- Collaborated with Oscar-winner director Arturo Ruiz Esparza on VFX and motion graphics.

Aquifer Productions

First Assistant Editor - Color Correction - "Greenbelt" Feature Film

September 2013 - June 2014 (10 months)

Austin, Texas Area

- Video Editing
- Post Production Color, Gain/digi-noise removal

Infernum Studios GmbH

GAME VIDEO CAPTURE - Dragon's Prophet

August 2013 - June 2014 (11 months)

Austin, Texas Area

Virtual Camera Operator for the Video Tutorials created for the MMORPG "Dragon's Prophet" by Infernum Studios. I was in charge of setting up all scenes, characters and camera motion for the video tutorials offered by the game.

Apple

Senior AppleCare Advisor - International Multilingual

December 2011 - May 2014 (2 years 6 months)

Austin, Texas Area

During my time at Apple I learned how an industry leader works internally. I was there the year Steve Jobs died and saw the company change into what

it is today. I mentored a team that was the first to support iCloud. My main duties were to supervise and rate the work of 10-15 Tier 1 employees, to assist solving issues from all sorts of clients in different countries and to help create what is now one of the most efficient claim-resolution processes in the industry. On my second year there I was asked to create and launch a ubiquitous tracking software that allowed AppleCare advisors in three locations in the United States to keep track of repair/replacement services being shipped to and fro in Mexico. This system was originally deployed for service in Mexico and then expanded to the rest of Latin America and the Caribbean. In full tradition of Apple uniqueness with naming software was dubbed "Mr.T" for the initials I gave it - Mexico Repair Tracker.

Buckaroo Films - "OK BUCKAROOS" The Jerry Jeff Walker Story. Post Production Assistant

February 2013 - February 2013 (1 month)

Austin, Texas Area

This was a very passionate project about a very passionate man. It opened my ears and my heart to country music and I'm glad to have been a part of it.

My work involved digital restoration of archival footage, some digital VFX and color correction and the production of the Master Bluray disk.

EMP DIGITAL STUDIO

Director - Producer "Under Control" by Sexy Marvin - Music Video

November 2010 - December 2010 (2 months)

Austin, Texas Area

Shot, Directed, Edited, Color Key, Color correction, VFX.

Microsoft

Live Meeting Administrator

December 2009 - November 2010 (1 year)

Austin, Texas Area

I was a live admin for Microsoft, in the field of virtualization and expedite communication. Live Meeting was the original web-x, the original goto meeting, and it included a 360 degree camera/room speaker setup that allowed clients (Major corporate businesses like Keller Williams, P&G, GSK and PWC) to do live streaming presentations and group learning. I was amongst the first group of people to be hired to admin Live Meetings for these clients, a job very much like a crossover of IT specialist on everything Microsoft, TV Master control technical director, phone operator, and B2B relations.

Reversal Films

Visual Effects Producer - "ECHOTONE"

March 2010 - May 2010 (3 months)

Austin, Texas Area

Created VFX used in the final release, re-created some of Bill Baird's home-made video effects for HD format, provided 3D-mapped brand blurring, 2D to 3D match moving effects.

8 FRAMES SL

Co Founder / Director / Producer

March 2007 - September 2007 (7 months)

Madrid Area, Spain

On my second year of film school I co-founded a small production company "8 Frames" creating content for the web and commercials for TV. Our first client was the multinational media giant Terra (owned by Telefonica) on their first attempt at what 10 years later Netflix got to do right. Producing original content for streaming online. Together we produced and aired 32 episodes of a Sci-fi series called Aterrados. You can read about it here:

https://www.eldiario.es/vertele/videos/actualidad/telefonica-terra-tv-internet-europa_1_7780707.html

Estudios Picasso

Production Assistant and Extra

March 2005 - June 2005 (4 months)

Madrid Area, Spain

Education

Instituto del Cine Madrid

Master's in Film Direction, Cinematography and Film/Video

Production · (2004 - 2007)

ECAM - Escuela de Cinematografía y del Audiovisual de la Comunidad de Madrid

Diploma, Film/Cinema/Video Studies · (2004 - 2004)

Tecnológico de Monterrey

Bachelor of Applied Science - BASc, Communication and Media

Studies · (2001 - 2004)

