

MELINA ACEVEDO

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DIRECTOR OF CONTENT PRODUCTION - MARKETING MANAGER

Highly experienced (15+ years) Director of Content Production and Marketing Manager with a proven track record in crafting impactful advertising and marketing campaigns across the US and Latin America. Leverages diverse production expertise (film, executive production, post-production) alongside a data-driven approach to achieve ambitious goals. Experienced in navigating social media platforms, crafting compelling content strategies, and nurturing community expansion. Proficient in managing multiple projects, budgets, and deadlines while collaborating effectively with Union and Non-Union talent. Passionate about using storytelling to positively impact the world. Thrives in global environments, fostering collaboration across diverse teams.

PROFESSIONAL EXPERIENCE

ARCHETYPE AI | Lead Marketing Producer

2023 - Present

- Develop and implement strategies on social platforms to enhance audience engagement and boost brand awareness.
- Produce top-notch blog posts, videos, animations, website and social media campaigns to educate prospects, aid in product launches, and boost user acquisition.
- Perform market research and analysis to define product positioning for an effective go-to-market approach
- Work closely with the PR Agency on the public company announcement.
- Report to board of directors, founders and investors.

CONILL Saatchi and Saatchi | Director Content Producer

2021 - 2023

- Led a team of producers to consistently deliver high-quality commercials, social media content, experiential activations and advertising pieces for marketing campaigns, resulting in increased brand engagement for T-Mobile, with 50% increase in the holiday campaigns 2022 and 2023, compared to 2021.
- Reported to Head of Production and Executive Creative Director.
- Proactively researched and implemented new industry trends and technologies, streamlining content production processes, and enhancing team efficiency by reducing average development time by 30%

ZUBI ADVERTISING | Integrated Producer

2019 -2021

- Produced broadcast campaigns that exceeded client expectations, leading to a 70% increase in client satisfaction, bringing more campaigns from different markets to the agency.
- Worked closely with Business Affairs in talent management for different productions, broadcast, social media, digital, UGC and events.
- Successfully managed budgets and timelines, ensuring projects stayed on track and within budget.
- Reported to VP, Creative and President.
- Participated in the first all women camping produced by Ford called "Let's make a difference."

LETCA FILMS | Executive Producer

2014 - 2018

- Delivered consistently high-quality projects (on time, within budget, exceeding client expectations) through seamless collaboration with clients, creative teams, and directors across diverse regions (US, LATAM, EU, AUS).
- Collaborated strategically to select project directors based on their expertise and vision aligned with client needs, leading to a 60% increase in client satisfaction and an 80% success rate in securing pitched projects.
- Reported to Founders and Chief Financial Officer.

ROCKET TO THE MOON | Executive Producer and Marketing coordinator

2015 - 2018

- Managed multiple photo shoots and concurrent projects, ensuring each received dedicated attention and met deadlines.
- Conducted market research and analyzed data to identify target demographics and inform marketing decisions.
- Reported to Founders, Sales team and Chief Financial Officer.

YELLOW BUTTERFLY PROJECT | Executive Producer, Short Films

2014

- Fostered long-term relationships with clients, and stakeholders, contributing to a 60% client retention rate.
- Developed comprehensive project plans and coordinated with cross-functional teams to ensure successful execution.

PERSONAL MUSIC | Audio - Sound Producer

2013

- Collaborated with clients to understand vision and create high-quality, custom audio solutions for projects.
- Assisted with the development of marketing strategies and materials for new product launches.

CINECOLOR | Post Production Supervisor

2012

- Provided feedback and approvals for creative work, leading to increased client satisfaction.
- Managed post-production process and ensured timely delivery of projects within budget.
- Collaborated with editors, sound mixers, colorists, and other post-production professionals to ensure smooth workflow and high-quality final products.

EDUCATION

Multimedia Engineer, MILITAR UNIVERSITY OF NEW GRANADA | 2013

- Video and sound production, editorial, and 3D Animation.

MBA, Project Management, MILITAR UNIVERSITY OF NEW GRANADA | 2013

CERTIFICATIONS

2024 Advertising as Language of Persuasion - Stanford Continue Education

2023 Customer Analytics - University of Pennsylvania

2023 Project Management Specialization - Google

2023 Climatebase Fellowship - Climatebase

2017 Management of Fashion and Luxury Companies Istituto Marangoni

2016 Women in Leadership: Inspiring Positive Change

LANGUAGES

English and Spanish

AWARDS

CANNES LIONS INTERNATIONAL FESTIVAL OF CREATIVITY, 1 Gold, 2 Silver and 4 Bronze | 2020-23

SKILLS

leadership and team management | project management | communication and interpersonal skills | production and post-production processes and techniques | budgeting and financial management | problem-solving and decision-making | manage multiple projects simultaneously with a positive attitude and ability to maintain a can-do mindset even in challenging situations | attention to detail | maintain high-quality standards | industry trends and best practices | work under pressure and meet tight deadlines | flexibility and adaptability to changing project requirements and client needs | analytical and critical thinking skills to evaluate project requirements and identify potential issues or challenges | motivate and inspire team members to achieve project goals and targets