

ANDY MURILLO

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MurilloProducer.com

PROFILE

Highly successful, creative Integrated Multimedia Producer and Project Manager delivering best-in-class Production for television, films, music videos, corporate videos, commercials, advertising, and movies across digital, web and mobile applications. Business savvy individual leading projects from concept/pre-production, production, and post-production. Ability to lead and direct talent, producers, and vendors toward the development of a consistent and timely delivery of programs and content which effectively engages audiences and brings communities together. Other strengths include:

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| ▲ Production, Workflow and Deliverables | ▲ Multiple Platform Distribution | ▲ Editorial/Creative Vision |
| ▲ Preparation of Project Briefs/Schedules | ▲ Business Affairs Experience | ▲ Client-facing/Management |
| ▲ Advertising Agency Experience | ▲ Staff Training/Supervision | ▲ Financial/Budget Accountability |
| ▲ Vendor Management/Negotiations | ▲ Virtual Production Management | ▲ Quality Control Practices |

Well-known and highly respected within the industry who knows how to bring a creative vision to life while collaborating cross-functionally and building consensus among multiple stakeholders in entrepreneurial, high-expectation environments. Possess a high degree of ethics and integrity, as well as an exceptional commitment to quality. Consistently deliver projects on time, on budget, and on brand. **Bilingual: fluent in English and Spanish.**

PROFESSIONAL EXPERIENCE

COMCAST XFINITY CREATIVE | REMOTE

11/2024-05/2025, 8/2025-10/2025

■ Freelance Content Producer

Select Projects and Product Launches

- Collaborated with multiple partners, built positive relationships, and lead a multidisciplinary team toward desired results.
- Provided estimated budget and schedule requirements needed to complete work, maintain overall project schedule, estimate project budgets, and initiate cost controls for each production. Proactively managing schedules, resources, and third-party partners.
- Managed projects across digital platforms by working closely with the team and using project management tools.

APPLE | CUPERTINO, CA

08/2019 - 12/2022

■ Freelance Motion Producer

Hired to produce and support the creative intent of new product animations and digital deliverables for global launches, retail stores, and all social platforms. Led in-house production team(s) and supervised the external production vendor's daily progress to maintain creative vision, schedule, budgets, and production goals.

Production Leadership / Creative Development

- Contributed to the overall content strategy by participating in brainstorming, evaluating pitches and proposals.
- Efficiently managed production workflows, as well as the latest industry technology and vendor offers, helping guide productions from initial contact through methodology discussions as they related to all departments on a production.
- Facilitated project presentations independently to senior stakeholder level.
- Coordinated, scheduled, and supervised live action productions and localizations while filming in-studio.

Select Projects and Product Launches

- Led the creation of all videos, heavy animation and visual effects for complex projects while balancing the overall capacity of the studio resources.
- Created, organized, and maintained the overall project schedule and reported progress of work, budgeting and negotiating cost of work, and delivering cost/schedule changes.
- Product launches included: iPhone 2024, MacBook Pro FY21-22; Apple Watch Ultra, FY22; HomePod mini, FY20; and Apple Watch Series 3, FY19.

■ Creative Producer

Led productions of various test videos for new product launch of Facebook Stories featuring audience facing messaging and content while creating, organizing, and maintaining the overall project schedules.

- Effectively collaborated with Development, Strategy and Product teams to support creative workshops, concept development, and provide copy inspiration.
- Worked with senior stakeholders throughout the creative process consolidating feedback from across the team and turning insights into actions.
- Managed multiple projects simultaneously from pre- to post-production while working alongside production partners and vendors to help develop cross utilization of resources and promote an effective workflow.

■ Freelance Producer**2014 - 2018**

Hired to create, implement, and oversee highly effective production plans for advertising agencies, corporate branding, live content, and special projects. Responsible for all creative content, pre-selection, scripts, post-production, and editing. Supervised and managed production staff up to 30.

Creative Development

- Provided persuasive creative direction and developed, pitched, and oversaw a slate of programs with creators, influencers, and top talent.
- Coordinated with the Strategy and Editorial teams to create programming that was relevant, timely, and culturally authentic.
- Handled all aspects of client production such as location scouting, organizing castings, talent, props, etc.
- Produced finished programs for various media platforms and presented creative packaging concepts that were aligned with the Client's brand positioning and identity.

Select Clients/Projects

- *The Community-Agency in Miami*: Senior Producer working on Corona, Verizon, and Hornitos campaigns.
- *Publicis Hawkeye in Dallas*: Senior Producer on Firestone, Delta Dental, Peterbilt, and Promised Land.
- *Translation Agency in NYC*: Worked on State Farm Campaign featuring Elvis impersonators and disappearing agents.

■ Senior Integrated Producer

Oversaw concept development and design production for music videos and television commercials across online and digital platforms. Partnered with the Creative Operations Managers and Production Leads on conceptual design needs and integrated campaign assets. Managed the delivery process for each video, gathering and executing all visual and audio edits and cut downs needed for their online premieres and broadcasts airdates.

Leadership, Project Budget & Scheduling

- Responsible for connecting the Production department's overall strategy to key corporate priorities and engaging with executive leadership, product managers, artists, associates, and vendors to ensure alignment on an ongoing basis.
- Produced design content internationally and domestically for Nike, Coca-Cola, and Target with budgets up to \$2M.
- Managed relationships with key talent, artists, labels, and agencies. Build a network of external collaborators including creators, production companies and directors.

Select Highlights

- AICE Award Winner for "Vapor Trail" featuring Cristiano Ronaldo, FY13.
- Led client engagements and collaboration with LeBron James, Prince, Mark Zuckerberg, Neymar, Wayne Rooney, and many other athletes, celebrities, and high-profile clients.
- Partnered with Procter & Gamble to lead the Old Spice re-branding campaign creating some of the most talked about, shared, and successful advertising campaigns of the past decade, FY06-10.

EDUCATION + CERTIFICATIONS

Bachelor of Science Degree in Telecommunication (TV Production), University of Florida, Gainesville, FL

Executive Certificate in Project Management, Florida Atlantic University, Boca Raton, FL

TECHNICAL PROFICIENCIES

Adobe Premiere Pro, Photoshop, Quip, Keynote, Microsoft Office, Google Suite