

Andres Minjarez

Senior Producer · Executive Producer · Post-Production Manager

Mexico City, MX

aeminjarezv@gmail.com

[LinkedIn](#) · [Portfolio](#)

Production leader with 7+ years driving end-to-end video, animation, and photo production at global scale. Built and managed multi-producer teams, negotiated with international studios and premium licensors, and implemented operational systems that elevated output quality across concurrent multi-series pipelines. Combines deep craft knowledge — rooted in hands-on filming, editing, and post-production — with the strategic thinking, vendor intelligence, and cross-functional leadership required to run high-output creative operations. Bilingual (English/Spanish), with experience leading distributed teams across North America, Latin America, and Europe.

CORE COMPETENCIES

- Production Operations & Oversight
- Vendor Strategy & Studio Negotiations
- Creative Direction & Storytelling
- Budget Planning & Cost Control
- Concurrent Multi-Series Management
- Cross-Functional Team Leadership
- Licensing & Rights Management
- Workflow Systems (Smartsheet, Notion)
- Post-Production Supervision
- Quality Assurance & Delivery Standards
- Storytelling & Script Development
- Production Planning & Documentation

PROFESSIONAL EXPERIENCE

Senior Media Producer

Nov. 2024 – Present

Macmillan Education · Global Hub

Promoted to lead production operations across 4 concurrent series with a ~\$440K annual budget, overseeing a cross-functional team of 4 producers while driving vendor strategy, workflow innovation, and creative quality.

- Managed a ~\$440K annual production budget across 4 simultaneous series, maintaining cost control while delivering video, animation, and photo assets at consistently high quality.
- Personally delivered 110+ media assets while overseeing an additional 100+ assets produced by direct reports — ensuring quality standards, creative alignment, and on-time delivery across the full team output.
- Led a cross-functional production team of 4 producers across video, animation, and photo disciplines, aligning output with strategic objectives and delivery timelines.
- Negotiated and expanded licensing agreements with Forbes, Harvard Business Review, and BBC, securing premium content assets that elevated project value and brand positioning.
- Implemented Smartsheet and Notion-based systems for asset tracking, budget monitoring, and project management — streamlining coordination across 4 concurrent series and reducing production bottlenecks.
- Mentored mid-level producers, establishing standardized production best practices across video, animation, and photography disciplines.
- Advised content development teams on storytelling strategy, scripting, shot planning, visual sequencing, editing style, set design, and prop styling — balancing creative ambition with budget constraints.
- Oversaw contract management, rights clearances, releases, invoicing, and PO tracking across all active productions.

Media Producer

Sept. 2022 – Nov. 2024

Macmillan Education · Global Hub

Managed end-to-end production of 300+ media assets across concurrent series, partnering with 10+ international studios to deliver video, animation, and photo content on time and within budget.

- Delivered 300+ assets across diverse formats by coordinating creative briefs, feedback cycles, and vendor management throughout full production lifecycles.

- Researched, evaluated, and negotiated with 10+ international studios, securing vendor relationships aligned to project scope, quality standards, and budget parameters.
- Supervised on-site video and photo shoots, coordinating vendors, creative teams, and on-camera talent to ensure seamless production execution.
- Administered production documentation including rights management, contract review, talent and location releases, invoicing, and PO processing.
- Maintained and organized the company's media archive, ensuring efficient content access and long-term asset integrity.

Audiovisual Creator

Feb. 2021 – Sept. 2022

Plan Estratégico de Juárez · Cd. Juárez, MX

Full-cycle media production partner for advertisers and non-profit organizations, delivering strategic visual storytelling across video and live events.

- Executed 150+ video productions and on-site live events, handling all phases from filming and editing to motion graphics and asset management.
- Defined and developed distinct visual identities for 11 non-profit organizations, tailoring creative approaches to each brand's mission and audience.

Freelance Video Editor

Jan. 2019 – Present

Independent / Remote

- Edited 300+ videos across social media advertising, branded content, and edutainment, maintaining a 90% client retention rate through consistent quality and deadline adherence.
- Delivered multi-camera edits incorporating titles, motion graphics, audio design, and special effects across diverse content categories.

TOOLS & TECHNOLOGY

Production Management Smartsheet · Notion **Post-Production** Premiere Pro · After Effects · DaVinci Resolve · Audition **Review & Collab** Frame.io · Google Workspace · Slack

EDUCATION

BA in Digital Media Production

Dec. 2019

The University of Texas at El Paso · GPA 3.73 · Dean's List, 7 Semesters

LANGUAGES

Spanish (Native) · **English** (Fluent) · **Portuguese** (Conversational)