



MELINA ACEVEDO

Director of Content Production
Project Manager

PROFILE

I'm a Director of Content Production with 15+ years of experience in advertising and marketing across the US and Latin America.

My background is in Production as an Executive Producer for Advertising Campaigns and Filmmaking in both production and post-production fields.

I have strong project management skills, including grasping the core context, identifying key risks, and cooperating with all parties to achieve goals. I'm also analytical, data-sensitive, and goal-driven, with a proven ability to set ambitious targets, analyze the status quo, plan a course of action, execute rapid trial-and-error iterations, and constantly improve.

I'm a great communicator and team player, comfortable navigating global organizational structures and aligning objectives with cross-functional teams.

I have experience in digital advertising, knowledge of marketplace dynamics, and the ability to manage multiple projects and deadlines.

I have also worked with Union (SAG AFTRA) and Non-Union talent and have experience with project scoping, budgeting, supervising vendors and crew, and managing deadlines.

I'm passionate about using my skills and experience to impact the world positively.

CONTACT INFORMATION

Mobile +1 (786) 510 4980

Email mel@melinaacevedo.com

LinkedIn <https://www.linkedin.com/in/melinaacevedo/>

WORK EXPERIENCE

2021 - Pre. Conill - Satchi and Satchi • Director Content Producer

Responsible for managing a team of content producers to create and deliver high-quality content for marketing campaigns. Oversee budgets, timelines, and client satisfaction, and stay up-to-date with industry trends and technologies to improve content production capabilities.

2019 -21. Zubi Advertising • Integrated Producer

Create and deliver high-quality content for marketing campaigns. Oversee budgets, timelines, and client satisfaction. Identify new trends and technologies in the industry to improve the agency's integrated marketing capabilities.

2014 - 18 Letca Films • Executive Producer

Work closely with clients, creative teams, and directors to ensure that projects are completed on time, within budget, and to the highest standards. Manage multiple projects simultaneously in the US, LATAM, EU, and AUS. Collaborate with the sales team to identify and select project directors based on their expertise and creative vision. Oversee the production process, including scheduling, budgeting, and managing logistics. Negotiate contracts and budgets with clients and vendors. Review and approve creative work to ensure it meets the client's objectives and the agency's standards. Build and maintain relationships with clients, directors, and other stakeholders.

2015 - 18 Rocket to the Moon • Executive Producer

Print and Stills

2014 Yellow Butterfly Project • Executive Producer

TV, digital and shortfilms.

2013 Personal Music • Audio - Sound Producer

TV, original music, content and Radio

2012 Cinecolor • Post Production Supervisor

Films, TV, and Color Correction Supervisor.

CERTIFICATIONS

2023 Customer Analytics

- University of Pennsylvania

2023 Project Management Specialization

- Google

2023 Climatebase Fellowship

- Climatebase

2017 Management of Fashion and Luxury Companies

- Instituto Marangoni

2016 Women in Leadership: Inspiring Positive Change

MELINA ACEVEDO

EDUCATION

- 2013 **Multimedia Engineer**
Militar University of New Granada
Video and sound production, editorial, and 3D Animation.
- 2013 **MBA - Project Management**
Militar University of New Granada

LANGUAGES

Spanish and English

AWARDS

- 2021 **Cannes Lions International Festival of Creativity**
1 Gold, 2 Silver and 4 Bronze
- 2014 **Gasparilla International Film Festival**
Chub - Shortfilm
- 2012 **Shock Awards**
Best Live concert - Sebastian Yepes

SKILLS

- Leadership and team management skills
 - Strong project management abilities
 - Excellent communication and interpersonal skills
 - In-depth knowledge of production and post-production processes and techniques
 - Proficiency in budgeting and financial management
 - Ability to manage multiple projects simultaneously with a positive attitude and ability to maintain a can-do mindset even in challenging situations
 - Strong problem-solving and decision-making skills
 - Attention to detail and ability to maintain high-quality standards
 - Familiarity with industry trends and best practices
 - Ability to work under pressure and meet tight deadlines.
 - Flexibility and adaptability to changing project requirements and client needs
 - Strong analytical and critical thinking skills to evaluate project requirements and identify potential issues or challenges
 - Ability to motivate and inspire team members to achieve project goals and targets.
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