

JJ (JOSÉ JUAN) PÉREZ VELÁZQUEZ

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My goal is to excel as a Producer delivering powerful stories and engaging content. I have worked in film, streaming, television, and theater; becoming adept at all aspects of production: Prop Master, Actor, Stage Manager, Liaison, Director, Producer, Video Editor, Writer & Marketer.

CORE COMPETENCIES:

Team player; Full Production Cycle; Budget & Time Management; Negotiations; Trend Forecasting; Fast learner; Poise under pressure.

EXPERIENCE

TV & VIDEO PRODUCER – Freelance Contractor – San Juan, PR

Aug. 2011 – Present

- Safeguarded brand guidelines and good practices along federal and state regulations for four web-shows and two TV productions.
- Met tight deadlines, budget and editorial requirements coordinating, proofing, and editing 130 scripted TV game-show episodes.
- Spearheaded unionized crew as Director and full-cycle Producer for 130 standalone TV segments.
- Wrote, directed, and released one short film and one short documentary for TV.
- Reached +300K online viewers managing the full production cycle, editing, and uploading 102 unscripted videos.
- Produced and edited original scripted video content, photos, and EPKs for 14 marketing campaigns.
- Uploaded, tracked and assessed multiple assets, collaterals, and interactions using various content management systems.
- Optimized workflows by managing day-to-day relations with creative teams, partners, and sponsors.
- Generated daily reports to Executive Producers and main stakeholders.

THEATER PRODUCER & PRODUCTION MANAGER – Freelance Contractor – San Juan, PR

Aug. 2006 – July 2018

- Produced 5 theater titles and served as Production Manager for 15 shows; optimizing budget and time efficiencies.
 - Reduced production costs by 30% on average, growing portfolio of partners, collaborators, and cross-promotions.
 - Optimized timelines coordinating schedules and managing communications between unionized and non-unionized teams.
 - Grew customer database to over 5K school teachers and 100K students.
 - Spearheaded and handled critical scenarios for over 150 live performances.
 - Wrote, produced, and marketed one musical theater show about recycling.
 - Safeguarded a fun, respectful, and safe work environment for all team players.
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EDUCATION

SIMON BUSINESS SCHOOL, University of Rochester – Rochester, NY

June 2018

MBA, Specialization in Marketing and Pricing Strategy – Merit Scholarship Recipient

- Leadership: VP of Finance, Simon LGBTQ Alliance; Diversity & Inclusion Ambassadors.
- Worked 30 hrs. per week to finance 60% of cost of living.
 - 2018: Graduate TA for Data Management (SQL, Tableau, VBA, Macros) and Market Research (R code, AB Test, Conjoint).
 - 2017-2018: #SimonGlobal Program Manager and Student Career Advisor for Career Management Center.

UNIVERSITY OF PUERTO RICO, Rio Piedras Campus (UPRRP) – San Juan, PR

June 2012

BA in Theater, Specialization in Movement, Speech & Technical Design; plus 24 credits in Education – Dean's List

- Honors: Cum Laude; Drama Department All-Around Award; Student Council VP Drama 2010-12.
 - Worked 20 hrs. per week to finance 30% of cost of living.
 - 2010-2012: Assessment Analyst and Assistant Program Coordinator for Drama Department
 - 2009: Set Construction Assistant for Drama Department
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SKILLS & INTERESTS

Skills: R; SQL; VBA; Tableau; Adobe CC Suite (Photoshop, Acrobat, InDesign, Premiere); Final Cut Pro X; MS Office Pro; Google Suite.

Languages & proficiency level (oral and writing): Spanish (native); English (fluent); French (intermediate); Portuguese (beginner).

Interests: Binge-watching online videos; traveling to small towns; cooking Puerto Rican food; community volunteering.