EDUARD URREA

AI-POWERED CONTENT PRODUCER · SENIOR VIDEO EDITOR · MOTION GRAPHICS DESIGNER

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PROFESSIONAL SUMMARY

Social Communicator and Journalist with 6+ years of international experience in audiovisual production, digital storytelling, video editing, motion graphics, podcasting, and social content. Senior Video Editor and Motion Graphics Designer working across international brands and formats in Spanish and English. AI-first producer focused on scalable content workflows, combining creative direction, editorial judgment, motion design, and AI-assisted production to increase output and accelerate experimentation. Built Creative Console, an internal AI-assisted Premiere Pro production system connecting Claude with custom CEP/ExtendScript workflows.

WORK EXPERIENCE

Zalbes Studio — Senior Video Editor & Motion Graphics Designer (Currently)

Mar. 2026 – Present · Remote / International

- Edit and finish content for international brands across multiple formats, channels, and business categories, working in both Spanish- and English-language projects.
- Deliver senior-level video editing and motion graphics from raw footage through final delivery, adapting storytelling, pacing, graphics, and visual language to each brand.
- Work across real estate and diverse business verticals, translating briefs and brand requirements into polished social, digital, and marketing content.
- Collaborate with post-production workflows and creative teams to maintain quality, consistency, and delivery standards across multiple concurrent projects.

SIOMTRADING — Content Lead & Digital Media Producer (Currently)

Aug. 2024 – Present · Colombia (Hybrid)

- Manage strategy, creation, and direction of multimedia content across digital platforms, supporting community growth and brand visibility.
- Direct visual campaigns and coordinate multidisciplinary creative teams.
- Implement AI-assisted production workflows using Runway ML, Adobe Firefly, and ElevenLabs to accelerate content turnaround while maintaining brand consistency.
- Develop content aligned with business objectives, combining creative execution with performance analysis.

Freelance — Content Creator, Social Media Strategist & Motion Designer

2019 – Present · Remote

- Partner with brands across fitness, beverage, creator economy, civil construction, and other industries, delivering tailored social strategies and visual content.
- Direct end-to-end content production: creative strategy, video editing, motion graphics, and multi-platform publishing.
- Create reels and visual assets optimized for Instagram, TikTok, and YouTube, aligned with brand identity and growth goals.
- Leverage AI-assisted tools including Runway ML, Adobe Firefly, and ElevenLabs to scale content output and enhance production quality.

Yo Opino (Podcast) — Podcast Producer & Editor

Jul. 2019 – 2025 · Colombia (Remote)

- Produced and edited an independent podcast that reached 10,000+ followers across digital platforms.
- Managed the complete content cycle: planning, production, post-production, and multi-platform distribution.
- Designed growth strategies and managed the podcast’s social media presence.
- Adapted episodes into optimized audio/video formats for Instagram, YouTube, and Spotify.

RMA International — Multimedia Content Producer

Feb. 2023 – Dec. 2023 · Adelaide, South Australia (On-site)

- Directed, produced, and edited multimedia content to strengthen digital presence and audience engagement.
- Delivered end-to-end video, motion, photography, graphic design, and filmmaking solutions.
- Implemented unified visual strategies to maintain brand consistency across digital communication.

Now Media Television & Now Media Radio — Multimedia Designer & Video Editor

Sep. 2022 – Feb. 2023 · Colombia (Remote)

- Edited infomercials and television programs for a U.S.-based media network.
- Designed and animated motion graphics for television and digital content.
- Collaborated with international teams to adapt content for English- and Spanish-speaking audiences.

Concéntrika Medios – ECEP — Audiovisual Creative · Internship

Jan. 2022 – Jun. 2022 · Bogotá, Colombia

- Developed advanced video editing, narrative montage, motion graphics, animations, and digital illustration for institutional and strategic communication.

SELECTED AI / CREATIVE TECHNOLOGY PROJECT

Creative Console — AI-Powered Content Production System

2026 · Internal Product / SiomTrading

- Designed and developed an internal Premiere Pro ecosystem that connects Claude, custom CEP/ExtendScript tooling, an integrated bridge, and a curated asset library.
- Built a working bridge between AI decision-making and Premiere Pro execution, with custom functions for edit plans, markers, imports, sequences, and captions.
- Evolved the system from a creative asset library into an AI-assisted 'Editor Junior' concept focused on brand context, client briefs, resources, and repeatable editorial workflows.

TECHNICAL SKILLS

AI & Creative Technology: Claude, Runway ML, Sora, ElevenLabs, Adobe Firefly, AI-assisted production workflows, CEP, ExtendScript, MCP/bridge workflows

Video Editing: Adobe Premiere Pro (Advanced), DaVinci Resolve, CapCut

Motion Graphics & 2D Animation: Adobe After Effects

Graphic Design & Photography: Adobe Photoshop, Illustrator, Lightroom

Audio & Podcasting: Adobe Audition, podcast production

Content Platforms: Instagram, TikTok, Facebook, Spotify, YouTube

Languages: Spanish (Native) · English (Professional Working Proficiency)

EDUCATION

Universidad Central (Colombia) — Bachelor's Degree in Social Communication and Journalism

Feb. 2017 – May 2022

CERTIFICATIONS

Advanced Premiere Course — Platzi (Feb. 2025) · Sound Production for Podcasts — Platzi (Feb. 2025) · Adobe Premiere Pro — Platzi (Nov. 2024)
Editing Theory / Montage — Platzi (Nov. 2024) · Video Editing with CapCut — Platzi (Jun. 2024)