

# GISELLE GARCIA

Tel. 305-301-7766

E-mail: [yyiagarcia@me.com](mailto:yyiagarcia@me.com)

## **Experience:**

### **Line Producer and Print Producer, Freelance | Miami 2007 – Present**

Line produce on projects for brands such as Pepsi, Walmart, AT&T, Volkswagen, McDonalds, and State Farm, as well many others, for such directors as Simon Brand, Fredy Garza, Fred Clapp, Charlie Mainardi, Jorge Colon, and Theresa Wingert, and for top production companies like Letca Films, Onda Films, DNA Films, Cineconcepto America, Milagro Films, and Magnet Filmworks. Responsible for supervising crews of 60-200 persons, managing budgets and logistics, and accounting for every detail on productions ranging from 1-10 shoot days.

Print produce on advertising campaigns for brands including Garnier, Milk, Degree, US Cenus, and Colgate as well as numerous shoots for People En Español magazine with celebrities such as Christian de La Fuente, Paulina Rubio, and Karla Martinez.

### **Agency Broadcast and Print Producer, Freelance | Miami 2012 – Present**

Manage broadcast, interactive, and print projects for agencies including Alma DDB and Macias Advertising on jobs for clients such as HP, McDonalds, Baptist Hospital, Tampico, and Tobacco Free Florida. Oversee the bidding and hiring of production companies and photographers for individual projects, handing talent contracts, and seeing each project through production and postproduction.

### **Executive Producer, Letca Films | Miami 2004 – 2007**

Executive produced and in-house line produced on shoots for brands like the US Navy, Home Depot, Time Warner Cable, Visa, Nestlé, and Chevrolet. As the company's primary representative, managed client relations as well as marketing and selling Letca Films to advertising agencies throughout the United States and Latin America. Was responsible for bidding projects and liaising with the advertising agencies through production, and often, postproduction. During production, worked creatively and closely with the project's director while supervising all personnel, overseeing the project's budget, and managing logistics such as crew contraction, casting, locations, permits, and equipment. Traveled extensively and oversaw projects in places ranging from New York and Los Angeles to Mexico and Argentina.

### **Production Manager, Freelance | Miami 2000 – 2004**

Worked with different Producers and Production Companies, such as Illumina Films, Chakra Films, AFI Filmworks, and Peliculas Ponder on numerous broadcast television commercials. Oversaw hiring of crew, equipment rental, and other production related logistics while managing and working within each individual project's budget.

### **Production Coordinator, Illumina Films | Miami 1998 – 2000**

Supervised the day-to-day operations of the office and personnel, and working closely with the company's Executive Producer, was responsible for budgeting projects for both American as well as international markets.

## **Skills**

Fluent in English and Spanish.

Have working knowledge of most office oriented Windows and Mac based programs. Am well versed in bidding software such as AICP and Movie Magic Have Understanding of contracts such as SAG/AFTRA, DGA & IATSE. Have shot in a number of major American markets such as Los Angels, New York, Miami, and Atlanta, as well as Puerto Rico, and in a number of Latin and Caribbean countries including Argentina, Costa Rica, Mexico, and Dominican Republic.