

ANDREA QUINCHE

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PROFILE SUMMARY

Versatile and results-driven professional with a proven track record of success in leading and executing transmedia and cross media campaigns for globally recognized brands. Demonstrated expertise in developing comprehensive strategies, recruiting influencers, and achieving outstanding results, including over millions impressions and a robust social media presence. Skilled in collaborating with key stakeholders, overseeing production and VFX techniques, and ensuring projects align with brand initiatives. Adept at managing budgets, making informed hiring decisions, and maintaining project timelines. Extensive experience in general and special event production, as well as coordination and leadership roles in the film and TV industry. Well-versed in the latest industry trends and technologies. Holds a solid educational background in film and TV production, complemented by technical proficiency in various software tools. Committed to quality and excellence.

CORE COMPETENCIES

- Organizational Skills
- Strategic Campaign Development
- Project Leadership and Oversight
- Brand Positioning and Image Management
- Event Planning and Execution
- Excellent Communication Skills
- Collaboration and Creative Development
- Social Media Management
- Event Management
- Social Media Marketing
- Legal and Regulatory Compliance, contract hiring
- Technical Proficiency
- Film and TV Industry Knowledge
- Multinational and Multicultural Experience
- Trend Awareness and Adaptability
- Zero-Based budget creation
- Building Relationships.

PROFESSIONAL EXPERIENCE

Signature Cook

Aug 2021 - Present

Walt Disney Company (Jiko Signature Restaurant) - Lake Buena Vista

- Responsible for food and equipment prep in all stations within their kitchen, monitoring and preparing food with high quality.
- Maintains outstanding customer service performance and attendance to assist in standards being maintained and goals being met.
- Ensure freshness of food and ingredients by checking quality, keeping track of old and new items and rotating stock.
- Maintains a clean and sanitary kitchen ensuring it meets state guidelines for food safety and inspections.
- Creates food orders in a manner that is under company policy.
- Creates new recipes based on the restaurant style.
- Training new coworkers, cooks, sous chef assistants and Sous Chef keeping the consistency with the procedures in the restaurant and following all the recipes. Thanks to my effort and dedication I have won recognitions from guest and Executive chefs.

Executive Producer | Media Producer

Dec 2017 - Present

Self-Employed - Remote

- Executive Producer and director of influencer marketing campaigns for the brands HUAWEI, JUAN VALDEZ, LENOVO, TIGO, BAILEYS and INTERSCOPE RECORDS. Made a strategy and recruited influencers for these campaigns, all of them with great results.
- Helped Latin American producers to construct zero-based budgets of film projects from the beginning to apply for Funding encounters, Film festivals, and Funding programs.
- Achieved more than 50 Million impressions making an amazing brand positioning on social media.
- Lead conflict resolution and team building to develop impactful production techniques.
- Review and approve hiring and contract decisions with third parties, employee schedules, and project budgets.

Executive Producer | General Producer

July 2018 - Dec 2018

Colombian Academy Of Cinematography Arts And Sciences - Bogotá

General producer and art decor for the "MACONDO AWARDS 2018" the most important award for artistic and technical merit in the Colombian film industry. This greatest event was produced with more than 100 on its staff and more than 20 important brands as sponsors for this gala.

- Collaborated with writers, directors, and other creative team members to develop and refine project concepts.
- Planning and advising the production team, including writers, directors, actors, and crew members to offer solutions on the creation process and meet project needs.
- As professional leadership, Supervised the crew and made sure they and the rest of the production team were working within union regulations.

- Introduced new ideas and concepts that might align with a project's brand initiatives.
- Ensured production projects the intended brand image and meets competitive goals.
- Review and approve hiring and contract decisions with third parties, employee schedules, and project budgets.

**Special Events Producer and Planning.
2018**

April 2015 - Dec

Bogota Audiovisual Market - Bam | Proimagenes Colombia - Bogotá

- Stay up-to-date with industry trends and technologies, and incorporate them into production processes. Also, support safety, inclusion and good environmental leads for business results. Also, contracted and hiring third parties.
- Opening Gala, Closing Gala, and The Dine & Shine, and exclusive industry dinner for Film producers.
- Zero/based budget creation for the special events during the BAM.
- In charge of de décor and making communications with new sponsors, clients, and investors.
- Oversaw post-production activities, including editing, sound design, and visual effects.

Executive Producer | Field Producer

July 2015 - Dec 2017

Laberinto Productions/Miracol Media - Bogotá

Executive Producer of the INDIA CATALINA award-winning, and the Trending Topic documentary "DIARIO DE UN SUEÑO" directed by Mauricio Montes. Also, Field Producer of the amazing story about the Colombian government and FARC take to finish the war "TO END A WAR" directed by Mark Silver.

- Ensured operational strategies compliance with legal and regulatory requirements, including copyright and intellectual property laws.
- Collaborated with writers, directors, and other creative team members to develop and refine project concepts.
- Hired and managed production staff, including writers, directors, actors, and crew members.
- Oversaw post-production activities, including editing, sound design, and visual effects.

Other Working Experiences

Executive Producer | Media Producer

Jan 2013 - Dec 2014

Autobotika Animation Studio, Bogotá

Producing TV commercials with VFX and animated in 3D-2D for CARACOL TELEVISION, CHEVROLET, HASBRO, PRO COLOMBIA, T-MOBILE among others, Producing and coordinating the team that designed the 3D characters, mock-ups, and production design for the Canadian Video Game.

Manages media pipeline, schedules and creates reviews, as well as in-progress reports between vendors and Universal Creative. Supervises supporting media vendors in the production of all media elements including but not limited to film, video, casting, music composition and recording, voice over production, special effects and motion effects development and production, where applicable.

Executive Production coordinating

May 2010 - Jan 2013

Rhayuela Films, Bogotá

Coordinating producer in preproduction, production, post, and promotion for the feature film "EL PÁRAMO AKA THE SQUAD" directed by Jaime Osorio, one of the highest-grossing movies in Colombia at all times. Also coordinating producer for the feature films "WE ARE THE HEAT" directed by Jorge Navas, "ALIAS MARIA" and "GARCIA" directed by Jose Luis Rugeles, and the Argentinean feature film "DIAS DE VINILO" directed by Gabriel Nesci.

Account Executive

March 2006 - Feb 2010

Imagina Show Marketing/Lavecindad Films, San Salvador

Producer and Field producer of more than 50 TV commercials in Colombia, Guatemala, and El Salvador. Event planning for the brands MC DONALDS, UNILEVER, and AVON.

EDUCATION

- NEW YORK UNIVERSITY (NYU) - New York /United States **Jan 2022**
Film & TV Industry essentials
- UNITEC - Bogotá/Colombia **Sept 2006**
Bachelor's Degree in Production and Direction of Film & TV

Technical Skills: Microsoft Office, Google Drive, Movie Magic Budgeting, Movie Magic Screenwriter, Adobe (Illustrator, Photoshop, Premiere) and Final Cut Pro.

Languages Proficiency: Spanish (Native), English (Professional proficiency).

REFERENCES

Available upon request.