ALAN ALARCÓN

CREATIVE PRODUCER

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SUMMARY

Creative Producer with 5+ years of experience across branded content, healthcare, video, photography, digital, and post-production. Leads projects from creative development through delivery, combining hands-on creative experience with production management across clients, crews, talent, budgets, and post-production. Fluent in English and Spanish.

EXPERIENCE

CINETAILOR CREATIVE — Austin, TX
Co-Founder / Creative Producer | Jan 2023 – Present

- Co-produce and direct branded, commercial, social, and educational productions from client brief through delivery across typical budgets of $5K–$30K, including recurring healthcare and clinical-education work for Ottobock.
- Run on-set production while co-directing, managing contract crews, talent, and equipment; own equipment planning and support budgeting, contractor negotiations, spend tracking, and purchasing.
- Own post-production management, briefing editors, reviewing cuts, consolidating client feedback, and overseeing revisions, QC, and final delivery.
- Directed Kind Clinic's 2026 Pride campaign, leading a 15-person crew and 14 talent from pre-production through on-set execution; the hero film surpassed 41K organic YouTube views and became the organization's most-viewed video on the platform.
- Built recurring content-production workflows for retainer clients including Kind Clinic and Celzo, partnering with client teams on campaign concepts, content calendars, scripts, monthly production planning, contractors, production logistics, and review cycles.
- Manage multidisciplinary client projects across video, photography, podcasts, and digital experiences, overseeing production workflows and delivery.

MIDDLE WAY MARKETING — Austin, TX
Video Editor | Mar 2024 – Nov 2025
Assistant Video Editor | Dec 2022 – Mar 2024

- Promoted to Video Editor after helping build the Assistant Editor function, partnering with management to improve project prep, media ingest and backup, media handoff, and post-production workflows.
- Edited 4–5 healthcare projects per month across interviews, testimonials, social content, and medical-device work, managing story edits, multicam workflows, graphics, color, audio, and platform-specific delivery.
- As Assistant Editor, managed ingest, backups, project prep, and photo post for 9–13 projects per month, handling approximately 400GB per project while culling, editing, and delivering client photography.
- Designed a 20-page company website in Adobe XD from creative brief and sitemap through developer handoff, translating creative direction into final page designs and supporting implementation through launch.
- Trained incoming assistant editors and editors on post-production workflows and standards; owned Spanish-language creative work and served as Director of Photography on five productions across Texas and Louisiana.

HUATAN — Houston, TX
Video Media Specialist | Dec 2021 – Dec 2022

- Served as an in-house multimedia creative across video, photography, graphic design, and editing, independently developing content from concept through capture and delivery for U.S. social channels, web, presentations, internal communications, and conference collateral.
- Produced content across active jobsites throughout the Houston area, independently coordinating with marketing, management, project teams, and field crews around changing production and operational schedules.
- Developed technical training and marketing content covering field operations, equipment, irrigation, hardscape, and planting while producing photography, video, social graphics, infographics, and presentation materials.
- Helped develop Huatan's proprietary field-operations platform with its Mexico-based software team and U.S. project managers, shaping workflows for progress photography, project documentation, and client-facing project tracking while supporting cross-border communication in English and Spanish.

UNIVERSITY OF HOUSTON FOOTBALL — Houston, TX
Creative Media Intern | Feb 2020 – Jan 2022

- Created recruiting, commitment, transfer, photography, and branded graphics for Houston Football, using Photoshop, photo manipulation, and automated templates to efficiently produce high-volume assets while maintaining the program's visual identity.

EDUCATION

University of Houston — Houston, TX

Bachelor's Degree, Digital Communication and Media/Multimedia | 2021

TOOLS & ADDITIONAL SKILLS

Production & Project: Production Management • Budget Tracking • Scheduling • Crew & Contractor Coordination • Client Management • Frame.io • Monday.com • Google Workspace • QuickBooks

Creative & Digital: Adobe Premiere Pro • Photoshop • Lightroom • Illustrator • Adobe XD • Media Encoder • Webflow • GoHighLevel

Languages: English & Spanish — Fluent/Bilingual