

David Ian Salguero

Los Angeles, CA
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www.disproduced.com

Agency Creative Production Specialist

Creative Ideation

Budget Development

Scope Development

Project Management

Timeline Creation

Workflow Optimization

Staffing & Training

Day-to-Day Team Management

Production Oversight

Team Cohesion

Cost & Timeline Analysis

Post Project Retro

Languages:

Technologies:

Industries:

English & Spanish

Adobe CC Suite, Asana, Miro, Microsoft Office, Jira, Slack

Interactive, Animation, VFX, Experiential, Film, Commercial, CTV/ AdTech, PR

WORK HISTORY

Executive Producer, The Apex Agency, Irvine, CA

(2022 - Present)

- Managed all American Honda PR clients during back-to-back overlapping projects over the course of 2 years.
- Assembled and led staff of approx. 35 people per program during each PR press event.
- Developed SOWs, budgets, production timelines, staffing grids, travel grids, and deliverable schedules.
- Oversaw production from ideation, to program retrospective; creative, staff, labor, AV, scenic, interactive elements, furniture rental, F&B, registration, flights, lodging, air and ground transportation, hospitality, etc.
- Responsible for client and guest experience during each program and ensured all expectations were met.
- Worked closely with the creative director and designers to develop all creative deliverables on projects.

Co-Founder, Drexls, Los Angeles, CA

(2017-2022)

- Worked with two partners to surpass our initial goal of earning \$2M in revenue within our 1st fiscal year.
- Sourced, licensed, curated & managed content for 44 Roku, AndroidTV and Amazon Fire TV apps.
- Designed UX/ UI for all 44 channels & adjusted deliverables in Visual Studio Code & Android Studio.
- Recruited & managed staff to help design creative assets, build, publish & maintain 44 applications.
- Managed accounting, processing over 200 monthly transactions while reviewing/ approving all expenses.
- Oversaw all legal, including over 500 IO's, license agreements, vendor contracts & SOW's

Senior Interactive Producer, Spinifex, Torrence, CA

(2016-2018)

- Led production, creative & technology teams to develop 21 interactive engagements for Honda.
- Managed schedules & \$1.4M budgets for all deliverables for CES 2017 & 2018, with 9 month runways.
- Worked with & managed clients from Honda SVL, Honda US, Honda Japan to ensure expectation were met.
- Collaborated with Spinifex Hong Kong, Sidney & vendors in Germany & New York to execute deliverables.
- Developed live, 2d, 3d, AR, VR & audio content from start to finish for all interactive deliverables.

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ADDITIONAL EXPERIENCE

Production Director, The SayOK, Los Angeles, CA

(2017-2018)

- Oversaw an 8 person staff on activations at SXSW, Sundance & Coachella for YouTube & Google Pixel.
- Led RFPs & won projects with PacSun & Twitter.
- Managed all budgets, schedules & resources to provide on time deliveries for each project.
- Established & managed 6 client relationships & ensured all expectations were met.
- Responsible for sourcing, hiring & providing training materials for all vendors & temps.
- Worked closely with designers to develop all creative applications for all projects.

Senior Producer, MKTG, New York, NY

(2014-2016)

- Managed timelines, budgets, local staff, local vendors, talent, collateral & amenities
- Researched & booked travel, lodging, equipment rentals & vehicle rentals
- Developed live & 2d content for "attract videos" within each experience
- Trained local staff & vendors on brand guidelines to ensure client satisfaction

Producer, Momentum Worldwide, New York, NY

(2013-2016)

- Assisted management of \$4.8M budget for 9 deliverables for AMEX Fan Experience 2014
- Researched & booked travel, lodging, equipment rentals & vehicle rentals
- Managed \$2.1M budget for RunWestin Rock-N-Roll Marathon tour in 18 markets
- Trained & managed local staff & vendors on brand guidelines to ensure client satisfaction
- Developed all creative content, collateral & amenities needed for each specific market.

Volunteering

Volunteer, One Voice, Santa Monica, CA

(2014-Present)

- Curated a team of friends, family & colleagues to help with the yearly Holiday program
- Organized smaller teams out of the larger group to allow for fast & effective work

Certifications

Certificate of Achievement - 2D Animation, Santa Monica College

(2008)

Adobe Certified Expert - Photoshop, Adobe

(2016)

Adobe Certified Expert - XD, Adobe

(2016)