

ALEJANDRO FRANCESCHI

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Full Work History and Detail: [linkedin.com/in/alejandrofranceschi](https://www.linkedin.com/in/alejandrofranceschi)

QUALIFICATIONS PROFILE

Highly creative, multitalented, and cross-functional **Senior-Level Design, Brand, Global Marketing, and Corporate Communications Professional** with 16+ years of extensive experience and training in full-service marketing, leadership, and multimedia content production. Proven success in social media marketing, strategy, and advertising for Fortune 500/100 brands that include Kendall-Jackson Family Enterprises, Apple, Duarte Design, Splunk, Visa Labs, and CISCO. Able to translate complex needs into concrete designs for a wide range of marketing, promotional, entertainment and informational materials. Exceptional collaborative and interpersonal skills; able to anticipate trends and amplify effectiveness of resources. ***Areas of expertise: intersection of technology, design and media, 360 production and post, animation and visual effects creative management.***

TECHNICAL PROFICIENCIES

DESIGN	Adobe Creative Cloud, Adobe AEM, Nuke, CaraVR, AutoDesk, Visual Effects, 2D/3D
SOFTWARE:	Animation, Editing, Video and Cinema Formats, Production and Post, ZyncRender
PLUGINS:	Red Giant, Trapcode, Element 3Dv2, ReVision FX, Mettler SkyBox Suite for 360 VR Video, stitching, cleaning, motion tracking/match-moving with either 2D or 3D/stereo 360 Video
3D:	3DS Max, Maya, Arnold, Mental Ray and V-Ray, HeadUS UV Layout, zBrush, Mari and Substance for 3D Paint, Plate Restoration and Rig Removal; Photogrammetry
SKILLS:	Social Media (Twitter, Facebook, LinkedIn, Instagram, YouTube, Snapchat, Pinterest, Tumblr, automation, measurement); SEO analytics, SEM, social metrics, audience segmentation; social media strategy; crisis management, employee amplification; content creation and marketing, sales enablement, marketing collateral and advertising; Learning Management Systems; ideation; game design workflow, app and project gameification

RECENT PROFESSIONAL EXPERIENCE

CISCO, San Francisco, California

Design Manager, Global Marketing, Corporate Communications, and Brand, 3/2015 – 12/2016

Recruited to elevate the style and quality of B2B and B2C communications.

Key Achievements:

- Effectively managed worldwide stakeholder requests across the spectrum of hardware, software, and services provided by CISCO, produced concise presentations and designs while managing B.P.O. in India for round-the-clock workflow.
- Facilitated the transition from static, non-quantifiable presentations to modular, data-driven, responsive, and editable HTML5 presentations for omni-channel and multi-screen deployment.

Legend 3D | VR | VFX, Los Angeles, CA

Stereoscopic Conversion Specialist 6/2009 – 10/2009 | Contract VFX Outsourcing 6/2017 - present

Since 2001, Legend has been utilizing some of the most talented artists and market leading technology. What began as an innovative Stereoscopic 3D Conversion and Visual Effects company has grown into a pillar for cutting-edge technology. Now with 150 employees in Southern California and 350 in Toronto, Legend offers full-scale VR and VFX creative, production, and post-production services – from concept to final color for major brands, studios, and agencies.

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Legend 3D / VR / VFX Key Achievements:

- Before its current incarnation in Los Angeles, worked at the San Diego facility, aiding the company in developing and proving that its proprietary stereoscopic conversion technology could look every bit as great as native stereoscopic capture, with the ability to adapt the depth to suit creative and visual effects requests at scale.

VC Taskforce & Guidepoint, Palo Alto, California

Independent Consultant, 6/2014 – 6/2015

Conducted freelance consulting related to advertising, venture capital, M&A, marketing, technology, and research verticals.

Key Achievements:

- Collaborated with entrepreneurs to aid in pitching presentations to Seed Angels and Venture Capitalists, secured mentors or board members from relevant verticals using social media outreach.
- Established larger presence on social media, added original photography and video; promotions, metrics, segmentation

VISA Labs, Foster City, California

Photogrammetry, Adobe, and Unity Video in 4K, 4/2014 – 7/2014

Participated in confidential incubator project for emerging and experimental technologies.

Key Achievements:

- Developed innovative virtual and augmented reality ideas and working immersive examples for financial markets, retailers, advertisers, marketing, and emerging markets on intersection of big data and predictive analytics, for personalized advertising in real-time, whether online or at brick-and-mortar stores, powered by beacon technologies, GPS, WiFi, Bluetooth, and associated networking technologies

Splunk, San Francisco, California

Senior Multimedia Producer, 6/2013 – 2/2014

Managed complete overhaul of internal, external, B2B, and B2C communications post-IPO.

Key Achievements:

- Created and supervised the construction of \$2M USD budgeted on-site broadcast-compliant production & post studio.
- Facilitated branding and identity, inclusive of SEO, social media, crisis management, and employee amplification
- Designed and implemented a robust, permissions-based digital media asset management system, taxonomy, with 448-bit encryption, backing up 24/7/365 into the cloud, for over 1 Petabyte of content.

Apple Worldwide Developer's Conference/Duarte Design, San Francisco, California

Contractor, Duarte Design 6/2013; 6/2017

Contracted to edit conference engaging presentations and manage HD multimedia post-production video and motion graphics for web streaming. Captured video and image capture from SSD devices, audio/video NLE, cleanup, and compression.

Key Achievements:

- Edited project with Final Cut Pro Suite, with XMP meta-tagging/archive of assets, projects, and masters. View video at: <https://developer.apple.com/videos/wwdc2013/>

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Shaklee, Pleasanton, California and Kendall-Jackson, Sonoma County, California

Multimedia Production Specialist, 8/2012 – 3/2013 Transmedia Storytelling & Social Media Contractor, 1/2012 – 9/2012

Contracted to create innovative motion graphics, animation, visual effects, chromakey (green screen) and compositing for revenue-generating and internal/corporate multimedia, inclusive of HD video, web, social, mobile, and interactive projects for distribution and syndication.

Key Achievements:

- Converted abstract design briefs and marketing concepts into visually compelling presentations, animations, and video that conformed to multiple screen formats, syndication, and IT delivery methods for streaming.
- Implemented Kendall-Jackson's first foray into the social media platform spaces, creating initial designs, content, and templates that were replicated for the company's 40+ subsidiary brands.

B.E.C.O.N., Fort Lauderdale, Florida

Creative Director and Multimedia Production Specialist, 3/2003 – 8/2008

A division of the Department of Education, the Broward Education Communications Network is a broadcast and EdTech facility for the nation's sixth largest school district, Broward County. The facility develops and distributes content intended for distance learning and supplementary educational videos, series, and interactive content for the district's 100,000+ students.

Key Achievements:

- Aided the creative department's transition from standard definition and analog tape-based content creation during the FCC mandate to digital content creation in HD.
- Developed an educational television series using the Zaner-Bloser method for instructing children in cursive penmanship. Show was shot and completed digitally, entirely on chromakey, with a live-action teacher and animated sidekick. It won a series of awards (see below) and served as a model template for the other shows at the time.

EDUCATION/TRAINING

Coursework toward Master of Arts in Animation and Visual Effects, 2015 – 2017

Academy of Art University, San Francisco, California

Bachelor of Science in Media Arts and Animation

Art Institute, Fort Lauderdale, Florida

Awards:

Creative Director, lead animator and compositor, technical director on animated educational television series for children; **Emmy** (2007); (2008); **Aurora, *ibid*** (2008); **Silver Telly, *ibid*** (2008), **International Platinum AVA, *ibid*** (2008); **Foster Fellowship Grant, S-Corp** founding (2006); same additional nominations and awards for collaborative work executed at the EdTech broadcast facility where I spearheaded an all-digital workflow during the FCC transition from SD analog to HD digital.