

# EDUARDO McCAUSLAND

## CREATIVE PRODUCER



### CONTACT

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### EDUCATION

**MASTER OF SCIENCE  
MARKETING COMMUNICATIONS**  
ROOSEVELT UNIVERSITY  
*Graduated With Honors*  
01/1994  
Chicago | USA

**BUSINESS  
ADMINISTRATION**  
UNIVERSIDAD EXTERNADO  
DE COLOMBIA  
Business School  
*Graduated with Honored*  
*Thesis: Catalogue Sales*  
06/1992  
Thesis Director: Carlos Cortes  
Bogota | Colombia

**HIGHSCHOOL  
& BACCALAUREATE**  
COLEGIO KARL C PARRISH  
06/1985  
Barranquilla | Colombia

### LANGUAGE SKILLS

**SPANISH**   
NATIVE

**ENGLISH**   
NATIVE

### PROFILE

Creative producer with business, marketing communications, branding, and live event production background. Creative mind, out of the box thinker, and consummate worker with excellent interpersonal relationships and proven results. Twenty plus years developing budgets and reaching projections as an entrepreneur, advisor/consultant, and executive.

### PROFESSIONAL EXPERIENCE

01/2019 - Present **Founder & Creative Producer | EUFORIA TransMedia**  
Give birth to scripted & non-scripted lifestyle content

- Recruited a multidisciplinary support team of psychologists, educators, and investigators with producers, writers, and actors for content creation.
- Established key relationships with industry gatekeepers leading to pitches, project considerations, and the opportunity to continuously feed proposals to *Telemundo*, *Discovery*, *MediaPro*, *Amazon*, *ViacomCBS*, among others.
- Coproduced *Cásate Flaca*, a cooking and bridal lifestyle show with yoga, fitness, beauty, fashion, and bedside manner tips
- Created sports docuseries *Armando el Campeón*. Interest and negotiations with Independiente Santafe, Federación Colombiana de Fútbol y FEDECOLTENIS prior to Covid.
- Birthed a wealth of timeless, lifestyle projects for future opportunities, including *Candela con Johana Fadul y Juanse*, *Armando el Campeón*, *Descubriendo Personitas*, *Ángeles & Superhéroes*, *Bodas Destino*, *Buscando la Boda del Año*, *Trata Bacano*, *Mira Que No es Fácil*, *Chefs al Rescate*, *Háblame al Oído*, *Dating Second Hand*, among others.

01/2017 - Present **Freelance Video Producer, Editor & Content Creator**  
Refresh, remake and repurpose existing multimedia content.

- Produced 300 + cooking video titles from refurbished and new material.
- Conceived the creative vision and content guidelines to unify message and look-and-feel for both *Chef Pachi* English and Spanish speaking YouTube channels.
- Designed, cowrote, and coedited workbook *EAT & LOOSE WEIGHT* by Chef Patricia Gallo, CCP and Dr. Clyde Wilson, PhD.
- Produced the video for the opening of the 2019 Award Ceremony celebrating of the Best of Colombian Tennis and preview to the exhibition doubles match between worlds #1 Cabal/Farah and the Wright Brothers. (Federación Colombiana de Tenis)

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## TEACHING SKILLS

UNDERGRADUATE  
PROFESSOR FOR INTERNATIONAL  
BRAND MANAGEMENT  
UNIVERSIDAD DEL NORTE  
International Business  
07/2012 to 06/2013  
Barranquilla

UNDERGRADUATE  
PROFESSOR FOR INTERNATIONAL  
MARKET INTELLIGENCE  
UNIVERSIDAD DEL NORTE  
International Business  
07/2012 to 06/2013  
Barranquilla

GRADUATE PROFESSOR FOR  
MARKETING COMMUNICATIONS &  
ADVERTISING MEDIA  
UNIVERSIDAD DE LA SABANA  
Post Graduate Studies  
Communications School  
07/1996 to 03/1999  
Bogotá

GRADUATE PROFESSOR FOR  
MARKETING STRATEGY  
COLEGIO MAYOR  
UNIVERSIDAD  
DEL ROSARIO  
Master in Business (MBA)  
07/1995 to 06/1996  
Bogotá

UNDERGRADUATE  
PROFESSOR FOR  
MARKETING PRINCIPLES  
COLEGIO MAYOR  
UNIVERSIDAD  
DEL ROSARIO  
Undergraduate Business School  
07/1994 to 06/1995  
Bogotá

## CREATIVE PRODUCER

### PROFESSIONAL EXPERIENCE / CONTINUATION

08/2012 to 10/2016 **Cofounder & Manager** | Casa Violy  
Hybrid of a café, a plant nursery, and a bookstore with reading rooms.

- Relunched the 40-year-old traditional bakery brand offering the holistic, fresh experience of the traditional French pastry complemented with a lite gourmet menu, wines and cheeses, Italian coffee, and British tea in a relaxed setting with used books, a flower shop, orchid and plant garden, reading rooms, wine tastings, happy hours, children painting classes, occasional art exhibits, and curious gifts, among others.
- Extended the experience with kiosks at 14 key grocery stores offering our branded plants, orchids, cut flowers, gardening and flower supplies.
- Rekindled the relationship with the historic clients and jumpstarted a new younger base with a strong Facebook presence with a following of with 12,000 +
- Blog Writeup: <http://havo.co/stopover-in-barranquilla-places-to-eat-see-and-enjoy/>

09/2000 to 07/2012 **Cofounder & Creative Producer** | Petunia Flowers  
Miami-based special event décor & flower production house with over 800 high-end, once-in-a-lifetime, live events.

- Transformed a mom-and-pop startup flower shop into a high-end special event décor and flower production house in Miami—with 1-year advance bookings during high season, final payments due 30 days prior to the event, and a trusting local, national and international client following.
- Preferred and/or exclusive vendors of the upmost established venues in Miami including *The Biltmore Hotel*, *Fisher Island Club*, *Vizcaya*, *4 Seasons Hotel*, *The National South Beach*, *Ritz Key Biscayne*, *The Palms South Beach*
- Winner of two bridal industry top awards:
  - *The Knot* 2008/2009 Editor's Choice and *Best of Weddings South Florida*
  - *Wedding Wire's Bride's Choice Awards* for three consecutive years: 2009, 2010 and 2011.
- Appeared on an episode of the reality TV Show *Platinum Weddings* on WE TV with events frequently covered in society and bridal publications.  
<https://www.youtube.com/watch?v=jypq-8ye-n4&t=101s>
- Client Love: <https://www.linkedin.com/posts/eduardo-mccausland-55401918b-a-decade-that-passed-a-decade-ago-activity-6883419187830636544-Zg9I>

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## CREATIVE PRODUCER



### HIGHLIGHT LINKS



#### ARMANDO EL CAMPEÓN

Cabal & Farah | [https://youtu.be/-fD\\_Kkk7Sn8](https://youtu.be/-fD_Kkk7Sn8)  
Colombian Soccer | <https://youtu.be/pvrihbVUS4w>  
Last to Third | <https://youtu.be/ShZlsJtMSaw>

#### CÁSATE FLACA

Promo: <https://youtu.be/uCAh4KfCeYY>  
Cooking: <https://youtu.be/oLle5tr7Et8>  
Style: <https://youtu.be/96euXPoV8O4>  
Sexuality: <https://youtu.be/E8qLL6oe6W8>  
Yoga: [https://youtu.be/5u1J92GQO\\_0](https://youtu.be/5u1J92GQO_0)  
Beauty: <https://youtu.be/QnLa1MqvlJM>

#### CHEF PACHI (COOKING)

Discover Foods: <https://youtu.be/JYg6RWGdqyk>  
Teaser Ad 1: [https://youtu.be/\\_Y3TBuTxBY](https://youtu.be/_Y3TBuTxBY)  
Teaser Ad 3: <https://youtu.be/13RNI3aettU>  
Teaser Ad 3: <https://youtu.be/lpF0b5N40vw>

#### FEDERACIÓN COLOMBIANA DE TENIS

<https://www.youtube.com/watch?v=EbWHBz-sTyk>



<https://www.facebook.com/CasaVioly>

<https://www.facebook.com/eduardo.mccausland>

<https://www.instagram.com/casavioly/>

<https://www.instagram.com/eduardomccausland/>

[https://www.instagram.com/trata\\_bacano/](https://www.instagram.com/trata_bacano/)

### PROFESSIONAL EXPERIENCE / CONTINUATION

- 08/1996 to 10/1999 **Vice president | Siegel & Gale – New York**  
Business Development for top-5 branding consultancy
- Developed the framework for the expansion to Latin America and managed the relationships with affiliates and strategic allies for the region.
  - Actively pursued branding opportunities at the utmost highest-level, including for *Telcel, Cemex, Codetel, VB&P, Belize Telecom, Femsa, Correo Argentino*, among others.
- 02/1996 to 10/1997 **Marketing Director | Colsanitas**  
Developed the marketing strategy and plans for Colsanitas and the healthcare organization.
- Decreased medical costs and non-required services with promotion and prevention programs and database marketing. Improved internal and external client loyalty.
  - Increased new affiliations. Reactivated lost/cancelled clients in historic quantities. Introduced an affinity credit-card/client ID to secure and reduce late payments. Reduced late payments and client debt
  - Conducted all research including for the end-to-end new corporate identity process. Established a specialized client service telemarketing group and implemented games/contents to increase employee knowledge and service.
  - Served as Tournament Coordinator (producer) for 3 international professional tennis competitions (FED Cup of Americas, Challenger, Tier IV). Organized the Colombian exhibition tour of the 1996 Spanish Rhythmic Gymnastics Team, winner of the Olympic gold medal.
  - Selected accomplishments:  
[https://drive.google.com/file/d/1xvVw1uYBXjRjhYhydM51ie\\_uF79BBcRov/view?usp=sharing](https://drive.google.com/file/d/1xvVw1uYBXjRjhYhydM51ie_uF79BBcRov/view?usp=sharing)
- 03/1994 to 10/1995 **Direct Marketing Director | Dataset Rapp Collins**  
Created the direct marketing and promotional campaigns.
- Led an integrated direct marketing, trade show, and promotional program to introduce the *Ladrillera Santa Fe* new line of Ceramic Topped Clay Tiles to key US roofing marketplaces.
  - Pitched our value-added direct marketing and promotional services to our strategic partner Atenas-BBDO consumer, retail, service, industrial, and telco multinational client base.