

JAVIER SEPULVEDA

CREATIVE PRODUCER x DIGITAL CONTENT CREATOR x PRODUCTION MANAGEMENT

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Versatile Producer experienced in driving projects from ideation to the screen with creative and operational precision.

EXPERIENCE

SOCIAL MEDIA PRODUCER

2024-2025

Publix Supermarkets Corporate

- Coordinated the execution of 30+ social media video campaigns, partnering with cross-functional teams to ensure alignment with marketing objectives and brand guidelines, resulting in 20M+ organic views.
- Managed vendors, sourcing and coordinating with external partners (independent contractors, food stylists, talent agencies) to ensure resources and personnel were available for the day of filming.
- Served as primary shooter and editor for organic video content to ensure videos met corporate quality standards while maintaining an authentic, "lofi" aesthetic consistent with user-generated content.

SUPERVISING FIELD PRODUCER

2015-2024

Remedy Television + Branded

- Leadership role spearheading 5 successful multi-season running TV series for networks: HGTV, Discovery, Magnolia, and NatGeo Wild.
- Collaborated with EPs, production team, and camera department to manage day-to-day logistics and creative direction, ensuring successful project execution capturing the content needed.
- Oversaw multiple stories/ episodes, shaping narratives with emotional weight and grounding unscripted scenes in authentic human stakes. Guaranteeing consistency in tone, story, and quality across the board.
- Built strong rapport with talent to direct on-camera performances and conduct interviews that captured raw, authentic, and compelling moments.
- Supported all shows through post-production, contributing to story edits, review notes, and final deliverables.

DIGITAL CONTENT PRODUCER

2015-2023

NatGeo Studios

- Produced end-to-end production of 75+ live digital content streams for NatGeo Wild, from concept to real-time execution, optimized for multiple social platforms, generating 100M+ views per session.
- Significantly boosted broadcast viewership and engagement by 17.6% for popular television series, including *Dr. K's Animal ER*, *Secrets of the Zoo: Tampa*, and *Lonestar Vet*.
- Managed the entire lifecycle of content, from conceptualization and script development to real-time production.
- Collaborated with on-air talent, handled switching and directing, and conducted post-broadcast analytics to ensure maximum impact and alignment with each series' unique brand and target audience.

PRODUCTION COORDINATOR

2021-2024

Circa 89/ United Parks and Resorts

- Planned and executed logistics for multiple commercial and media day campaigns at Busch Gardens Tampa Bay and SeaWorld Orlando, including projects for Iron Gwazi, Cobra's Curse, Serengeti Flyer, Penguin Trek, Pipeline, Ice Breaker, and Phoenix Rising.
- Tracked and secured all talent releases, led PA coordination, and prepared and distro'd call sheets aligned with producer schedules.
- Ensured film crew compliance with theme park regulations, safety protocols, and security requirements to maintain a safe and cooperative production environment.
- Organized expenditure records and receipts for handoff to the line producer, ensuring accurate budget reconciliation.

SUPERVISING PRODUCER
WTNB 27 - Cleveland, Tennessee

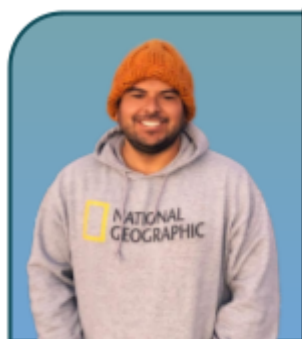
2012-2015

- Developed a diverse portfolio of original programming, live local sports, and morning news that was specifically tailored to local/civic interests, resulting in a 32% increase in viewership and a 15% rise in ad revenue.
- Managed stations' social media channels to boost community engagement, elevate brand awareness, and successfully attract fresh talent for original programming.
- Established a structured internship program, delivering hands-on mentorship and training in production, as well as post-production tools, workflows, and industry best practices.

SEGMENT PRODUCER
Pink Sneakers Productions

2010-2012

- Key creative contributor on five seasons of CMT's top-rated reality series *My Big Redneck Vacation*. Transformed episode concepts into on-screen reality by sourcing and coordinating all necessary elements — including vendors, talent, props, vehicles, and other production assets — to support the creative vision and logistical needs.
- Captained an assigned team of APs and PAs to support the creative execution of each episode. Oversaw shoot preparation and delegated tasks to ensure all production logistics were handled efficiently and aligned with the creative vision.



*Javier
Sepulveda*

HARD SKILLS

- Fluent in Spanish (speaking, reading, and writing).
- Adobe Creative Cloud: Premiere, Photoshop, and After Effects.
- Addtl' Editing Software: DaVinci Resolve, Final Cut Pro, Avid, and Canva.
- Google Workspace: Gmail (AI), Calendar, Drive, Docs, Sheets, and Portals.
- Microsoft Software: Office, Excel, PowerPoint, Teams, and Outlook.
- Other Software: Frame I.O., Slack, Dropbox, Asana, Switcher Studio Pro, Movie Magic Scheduling, Final Draft, Shopify, Reamaze, Airtable, Hootsuite.
- Camera/Tech Gear Knowledge: Sony FS7, A7S, Canon 5D, GoPro, iPhone, DJI Drone, Rode Mics, lighting, grip gear.
- TV Development: Research, Casting, One Sheets, Sizzle Reels.
- Production Management: Call sheets, schedules, travel itineraries, production reports, timecards, booking flights, hotels, and ground transportation, and coordinating equipment shipments.
- Location Management: Securing suitable filming locations, obtaining permits, negotiating terms, and drafting contracts.

SOFT SKILLS

- + Composed/ Calm under high pressure
- + Solution-oriented/ Creative problem-solving
- + Observant/ Focused
- + Empathetic/ Friendly/ Respectful
- + Eager to continue learning and growing
- + Time management/ Organized
- + Technologically Savvy

EDUCATION

Valencia College, Orlando, FL. - 2007
A.A General Studies / A.S Film Technology