



## Edward Soto *Freelance Producer / Director*

📍 USA    ✉ ed@edward-soto.com    🔗 edward-soto.com    Edward Soto    Edward.soto

As a Producer with 5+ years of in-house agency and freelance experience, I specialize in managing high-profile productions for global brands such as CVS-Aetna, Gatorade, Maybelline, and Toyota.

I help transform creative concepts into impactful visual content. I deliver a diverse range of projects, including commercials, docu-style content, and social media deliverables. Building strong client-facing relationships through leadership and managing on-set operations with vendors.

### Professional Experience

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#### Producer

2019 – present

*Freelance : Edward-soto.com* 🔗

Working with production companies or brands to execute a seamless video production process from ideation to post-production.

- Develop AICP project bids.
- Directing docu-style content & commercial content
- Develop scripts, Production decks, and timelines
- Client-facing relationships & collaborating with internal creative teams to keep the project on track
- Manage and onboard crew members & vendors.

#### Notable Clients/Projects

- Shutter Stock Studios 🔗
  - Colgate Total Video Campaign | Agency: VML | Role: Line Producer
- Gnarly Bay: 🔗
  - Toyota "What Matters Most" 🔗 | Role: Producer
  - CVS/Aetna "Quitting" 🔗 | Role: Production Manager
  - CVS/Aetna "Here for Her" 🔗 | Role: Production Manager
- The Union Productions: 🔗
  - Jefferson Radiology "MRI Exam" 🔗 | Role: Director/Producer
  - Liberty Bank "Mutual" | Agency: Connelly Partners | Role: Line Producer
  - Cannon Medical "LUCAS" 🔗 | Role: Producer/Director

#### Line Producer

2022 – 2024

*The Union Productions* 🔗

In-house producer role working direct-to-client or through creative agencies on various projects, developing client-facing skills to produce broadcast, social media, and digital campaigns.

- Developed AICP project bids & end-to-end production calendar
- Internal Project Management
- Worked as the creative producer on select projects to direct docu-style content.
- Onboarded crew & managed vendors to ensure a smooth production process.

#### Notable Clients/Projects:

- Walgreens 🔗 | Little Spoon 🔗 | Cedars - Sinai 🔗 | Selective Insurance 🔗 | MDExam 🔗 | WWE | Yale New Haven Hospital 🔗 | Connelly Partners 🔗

### Skills

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#### Producing

- ShowBIZ | Hot Budget | Movie Magic | Studio Binder | AICP Bidding | Project Management | Post-producing | Google Suite | Monday/Asana