



## Edward Soto *Freelance Producer / Director*

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As a Freelance Video Producer with 5+ years of experience, I specialize in managing high-profile productions for global brands such as CVS-Aetna, Gatorade, and Toyota. With skills in project/production management, coordination, and budgeting, I ensure a smooth process across all phases of production.

Collaborating with agencies and production companies, I help transform creative concepts into impactful visual content. I deliver diverse projects, including music videos, commercials, and live broadcasts. I build strong client-facing relationships through leadership and manage on-set operations with vendors. I am committed to producing exceptional content that aligns with clients' visions and goals.

### Professional Experience

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#### Freelance Producer/Production Manager

2019 – present

[Edward-soto.com](http://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