

Edward Soto

Line Producer | Production Manager

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SUMMARY

As a Producer with 8+ years of in-house agency experience and freelance work, I specialize in managing high-profile productions for global brands, including CVS-Aetna, Gatorade, Maybelline, and Toyota.

I help transform creative concepts into impactful visual content. Building strong client-facing relationships through leadership and managing on-set operations with vendors and freelancers. To ensure a timely and on-budget process.

KEY SKILLS

Showbiz | Hot Budget | Air Table | Workday | AICP bidding | Wrapbook | Monday

EDUCATION

Master of Arts in Communication | *University of Hartford* | 2018

Bachelor of Arts in Cinema | *University of Hartford* | 2015

PROFESSIONAL EXPERIENCE

Line Producer, Shutterstock Studios, NY, NY (freelance basis) May. 2025 - Present

- Interface with the client, agency, and internal teams to manage the creative and production.
- Hire and onboard essential crew and department heads. Manage day-to-day operations in pre-production and on-set.

Selected Projects: ~150K - \$350k Budgets

Faux vs. Foe — McCann x L'Oréal (Broadcast, Jan. 2026)

Total System Prevention — Colgate (Social, May 2025)

A Glitch In The Matrix — L'Oréal (Social, Sept. 2025)

Super Stay Matte Ink — Maybelline (Social, Aug. 2025)

Production Manager, Bella, Nashville, TN (freelance basis)

Dec. 2025 - Present

- Hire local crew and production vendors.
- Develop & execute on-set operations

Selected Projects: \$300k budgets

UNC Anthem - Shot in Raleigh, NC

CaroMont Health "Trust Me" - Shot in Charlotte, NC

Production Manager, Gnarly Bay, Westerly, RI

(freelance basis)

Dec. 2024 - Present

- Onboard below the line crew.
- Manage day-to-day operations, maintain budgets across multiple departments, and serve as the point person for all crew needs.

Selected Projects: \$500k - \$1.3 mil budgets

Toyota "What Matters Most"

CVS/Aetna "Quitting"

Johnson & Johnson - 2026 Content Campaign

CVS/Aetna "Here for Her"

Producer, The Union Productions, CT (In-house)

April 2022 - Dec. 2024

- In-house producer role, working direct-to-client or through agencies to develop the creative, strategy, and approach for the production.
- Managing multiple projects at one time.
- Build creative decks, pre-pro books, and design boards for art, wardrobe, and locations.

Selected Projects: \$65k - \$250k budgets

Little Spoon "Super Parents" | April 2023

Selective Insurance "Picture This" | June 2024

Cedars - "Sinai Connect." August 2024

REFERENCES

Heather DiPietro | Freelance Exec Producer | Goforheatherd@gmail.com | 917.286.7996

Brian Fagan | Freelance Exec Producer | brian@brianproduces.com | 860.823.7448

Aaron Shurman | Head of Production at Gnarly Bay | aaron@gnarlybay.com | 310.409.8587

Dustin Shultz | Owner/Exec Producer | dustin@theunionproductions.com | 860.422.5520