

JUAN TORRES

Birthdate: June 27th, 1967

Contact: +34 661 313 725

juantorres.torres9@gmail.com



25 years of experience in advertising and film production with an accredited international profile. Relevant skills combine strong leadership, production partners organization, efficient management of complex and challenging engagements. Always looking for new ways to add value through production, whether in TV, branded content or other digital campaigns. Thorough control of storytelling, scheduling, cost efficiency and timings when coordinating local and international projects.

PROFESSIONAL EXPERIENCE

April 14 > TODAY

MCA and Associates Limited. London. Freelance Multimedia Production Consultant.

Working for Deoleo (Carbonell, Bertolli), Suntory (Schweppes Premium Mixing and Ginger Ale), La Cocinera (Findus). Key tasks:

- Deliver the most cost efficient solution for clients and agency partners
- Optimize production budgets, streamlining ways of working between agency and brand
- Advise on production technology, such as digital workflow and asset management and negotiation with celebrities, influencers and music licensors.

Los Producers. Madrid. Freelance TV Producer and Content Coordinator for McCann-Erickson, JWT, Grey, Ymedia, Kitchen.

Working for The Coca Cola Company, IKEA, ONCE, P&G (Fairy), Calvo, Port Aventura. Key tasks:

- Total campaign planning of TV, on line production and live brand events
- Strategic selection of partners, budgeting and execution follow-up from creative idea up to broadcast
- Coordination of client, agency and suppliers. Pitch review and budgets negotiation
- Full onsite supervision and synergy creation from the different partners
- International engagements delivered: Coca-Cola (Onsite multi-market local customization of global campaigns and related post production and adaptations); P&G / Fairy (Onsite multi-market local customization and shooting of three pan-european campaigns in Oslo & Berlin); Suntory Group / Sunny Delight (Shooting of campaigns in Los Angeles & Mexico DF)

Dec 06 > April 14

Grey Spain. Madrid & Barcelona. Senior TV Producer. Director, Hogarth Spain and “De Content Corner”

Working for Loterías y Apuestas de Estado, Orangina Schweppes, Lindt, Frenadol (Johnson&Johnson), Pharmaton (Boehringer), P&G (Fairy, Pantene), Ayuntamiento de Madrid, Samsung, Adidas, Domino's Pizza, La Casera, Orange

- Budgeting, cost efficiency monitoring, consulting and full project counseling
 - Control of visual content brand guidelines
 - Creation of “De content Corner”; specialized unit on new content ideas at Grey Spain
 - Management of worldwide brands' transcreations at Hogarth for P&G / Pantene
 - International engagements delivered: P&G / Pantene (Onsite multi-market local customization of two pan European campaigns shot in Slovenia with five different celebrities and related post production and adaptations); Pharmaton (Three worldwide campaigns shot in Barcelona, Caracas & New York); Management of international production services in China, UK, US, Uruguay, Argentina, Bulgaria, Czech Republic, Ukraine and Latvia.
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March 90 > Dec 06

**McGuffin, Huckleberry Films, Albiñana, Pendleton, Channel Films.
Executive and line producer in advertising, feature films, and events**

- Head of international production department (Albiñana Films, 2003-04). Creating and developing the first international post production and adaptation hub for Henkel AG. The hub managed over 50 projects per year for all of Henkel AG European divisions.
- Executive Production of international campaigns (Albiñana Films, 2001-04) for Vileda, PSA Citroen – Peugeot, Repsol YPF, Orangina, Vodafone, Pattex, Toyota, Kitekat Russia, Volkswagen, Lexus, Openbank.
- “Movistar Activa Sound” (McGuffin for Movistar, 2006): Designing, scheduling and producing live events as well as organizing communications, coordinating production teams and budget control for the Chemical Brothers, The Corrs and Alejandro Sanz individual tours
- “Real: The movie” (Huckleberry Films for Real Madrid Television and Sogecine, 2005): Full production management of one of the first HD shoots at the time. Shot in Japan, Senegal, US, Venezuela and Spain. Coordination of several daily testimonial crew units on field
- “El milagro de P.Tinto” (Películas Pendleton / Sogecine, 1998): Production planning and management, scheduling coordination and promotion
- “Truth or Dare: In bed with Madonna” – Feature Film, “Velázquez” – Feature Film, “L’aigle et le cheval” – Feature Film. Production Manager (1990-97)
- Production manager / First AD for, among others, Iberia, El Corte Ingles, Cajamadrid, Sprite, La Cocinera local campaigns (1990-97)

LANGUAGES

Spanish:	Native
French:	Full professional proficiency
English:	Full professional proficiency
Italian:	Intermediate level
German:	Intermediate level

EDUCATION

Graduate in Law	University of Zaragoza
Advanced Course in Marketing	Madrid Chamber of Commerce
Graduate in Advertising	C.E.N.P. Madrid
Course in Graphic Design	C.E.V. Madrid

OTHERS

Teacher in the Creaplann Masters Degree in Communication and Advertising (Universidad Complutense, Madrid, 2012-13)
Training students in the operational reality of a TV communication agency.

References provided upon request
