



# ALAN GARCÍA

Filmmaker & video editor

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📍 Mexico City

## ABOUT ME

Filmmaker and video editor, specialized in advertising content, social media, narrative, and events. I enjoy taking ideas from concept to screen, combining filming, editing, and motion graphics to tell stories that connect.

## EDUCATION







### Bachelor's Degree in Film

Universidad de la Comunicación  
2016 - 2020

### Cinematography and Camera Operation workshop

Apertura  
2024

## SKILLS

- Software      
- Cinema camera operation: Canon, Sony y Blackmagic.
- Color correction.
- Motion graphics.
- Video with AI and generative tools: Runway, Sora, Kling, Deevid, Envato Elements.
- Photography

## LANGUAGES

- Spanish
- English

## EXPERIENCE

### Senior Video Editor and filmmaker *March 2023 - 2025* VSL / HOOD - Mexico City

- Production and filming of audiovisual content for social media, advertising campaigns, corporate videos, and documentaries.
- Camera operation in diverse formats: interviews, aftermovies, institutional and commercial content.
- Video editing, motion graphics, and color correction.
- Operation of Canon cameras, Sony FX3, and Blackmagic Pocket 6K Pro.
- Projects for companies and brands like: Roche, Boehringer Ingelheim, Unilever, Helados Holanda, Pond's, Dove, and Knorr.

### Video editor *September 2022 - March 2023* Cinemotion Group - Mexico City

- Editing audiovisual content for advertising campaigns and social media.
- Adapting materials for different formats and digital platforms.
- Participation in projects for clients such as BMW and Vivawell.

### Postproduction Assistant *March 2020 - November 2021* The Maestros - Mexico City

- Receiving and analyzing briefs for postproduction solutions.
- Budget development and coordination with vendors.
- Editing of advertising pieces, videoclips, and narrative content.
- Use of Simian for reel creation.
- Clients: Krispy Kreme, BBVA, Didi, Ricolino, Nestlé.