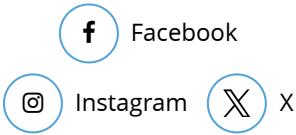


Joel Villarreal

Project Manager /
Media Producer:
Corporate
Initiative, Social
Media, Tech



Multi Media, Video,
Production, LinkedIn,
Yahoo, Autos, Sports, Tech,
Finance, Web



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States (California)

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EXPERIENCES

Content Development, Media Project Manager & Production, Communication



DreamTek - Since March 2023

- ▶ Enhance production's footprint with emerging technologies, AI, Bart, ChatGTP, Cloud and forward-thinking tech
- ▶ Producer, Editor, Technical Director for DreamTek @ Google & AirBnB.
- ▶ Google NEXT 2023 Technical director Breakout room and PTZ operator for 20+ session.
- ▶ Studio Producer Data Engineering: Increased performance optimization and cost management.
- ▶ Generative AI for Start Ups Podcast; Post producer and editor.
- ▶ Google Cloud: Increased Manufacturing Process through AI and digitization.
- ▶ AirBnb: Increased marketing productivity with use of ChatGTP and AI plugins.
- ▶ Google Cloud Summit 2023 post producer
- ▶ Google I/O 2024 Pre Production Editor / Producer

Project Manager - Video Producer Tech & Accessibility



ASG / Google - December 2020 to March 2023

- ▶ Define viewer experience, streaming distribution requirements and collaborate with necessary stakeholders to bring the Developers tutorials to life.
- ▶ Manage locations, technical setup, budget, devise testing, talent and management of remote events, POC for 3rd party vendors and in-house production spaces.
- ▶ Lead collaboration from kickoff to execution. Organize and drive short-term and long-term projects to ensure developer coding, screencasts and presentation are vetted prior to launch dates.
- ▶ Responsible for maintaining and tracking budgets
- ▶ Create high-visibility videos, animations and blogs that supports our products and drives the consumer to be involved in new technology
- ▶ Collaborate with the Live Video Producer and Broadcast Systems Engineer for our Live shows and content visions for our VOD experiences.
- ▶ Drive Production meetings, lead video shoots camera, audio, prompter, lighting, post production reviews, podcasts and distribution of the final product on all channels (YouTube, Twitter, Facebook, Instagram)
- ▶ Further develop my skills by understanding what works and what doesn't for our audience.

Special Assignment Project Manager



Salesforce - November 2020 to December 2020 - Freelancer - San Francisco

- ▶ Project manage for new customer product sales, integrating Salesforce software benefitting the consumer needs.
- ▶ Organize and drive new customer portfolios from creative ideas through production to post delivery.
- ▶ POC between Marketing and Sales departments to delivery high level Media assets.

Content Creator



Verizon Media - February 2020 to June 2020 - Sunnyvale - United States - California

- ▶ Senior Post Media Producer. Adobe Creative Suite.
- ▶ Yahoo Sports front page content creator.
- ▶ Social Media video blogs: Facebook, Twitter, Youtube, Instagram.
- ▶ LIVE Event content creator. 2020 NFL Draft Coverage.

Project Manager / Media



LinkedIn - February 2019 to January 2020 - Freelancer - Sunnyvale

- ▶ Execute the corporate initiative of LinkedIn's original content form start to finish with an emphasis in, Wellness, Health, Original Speaker Series, Accessibility, Environmental Awareness, Corporate Communications including Executive announcements.
- ▶ Manage budgets, bookings of venues, transportation, travel, craft services of productions.
- ▶ Work directly with the Executive team. POC
- ▶ Understand the project priorities, client discover calls, strategies meetings
- ▶ Ability to interview talent or subjects to get the best out of them.
- ▶ Hands on Field & Studio producer, organizing large crews, location scouting, hiring contractors and casting talent
- ▶ Most importantly, calm and easy going yet specific. I set the tone and mood of the production.

Media Manager



Oath / Yahoo - January 2017 to January 2019

- ▶ Create and execute the overall look and feel for many of Yahoo's original programming with an emphasis in, Sports, Finance, Tech
- ▶ Hands on Field producer with a crew of six or more including, shooting, editing and directing in major coverage events such as Olympics, NAIIAS, CES, Super Bowl, Nascar, MLB, Esports and Political figures.
- ▶ Tech Crunch - SF Disrupt Post Production Editor.
- ▶ Technical Director for studio programming and live streaming shows: Fantasy Football Live, Emmy's, various movie premieres and daily video content.
- ▶ Co-Author of style guides for original content of Autos and Tech to establish a consistent look for shows.
- ▶ Breaking news or major story Producer
- ▶ <https://sports.yahoo.com/vikings-star-kyle-rudolph-tries-213807779.html>

Senior Video Producer/Editor



Stub Hub / Ebay - September 2017 to November 2017 - Freelancer - San Francisco

- ▶ Responsible for executing post production look and feel for two of Stub Hub's social media campaign, the "FANATIC" and "Give the once-in-a-lifetime Experience"
- ▶ Collaborating with marketing team members to deliver all social media video content, including Facebook, Instagram, Twitter
- ▶ #ThatLiveLife: <https://twitter.com/search?q=%23ThatLiveLife&src=typd>
- ▶ #WhoWantsASweater: <https://twitter.com/search?q=%23WhoWantsASweater&src=typd>

Senior Editor



PIXAR / Filmsite Productions - June 2017 to July 2017 - Freelancer - Emeryville, CA

Senior Editor for Pixar proof of concept reality show with CARS franchise Creative Director, Jay Ward and Pixar Founder, John Lasseter.

Head of Video



Beepi - October 2016 to December 2016 - Full-time - Mountain View - United States - California

- ▶ Establish lead direction of original video content style & length while executing the full production from Pre to Post.
- ▶ Responsible for purchasing all video equipment and integrating edit suite software for video department.
- ▶ Collaborating with marketing team members to deliver all social media video content, including Facebook, Instagram, Twitter and Reddit
- ▶ In-house global marketing video production including solutions for investor transaction and customer care
- ▶ <https://twitter.com/beepi/status/805845348446941184>
- ▶ <https://twitter.com/beepi/status/801521546862833664>

▶ <https://www.youtube.com/watch?v=IU3dn7dnu60>

Web Video Producer



Yahoo! Inc. - February 2000 to October 2016 - Full-time - Sunnyvale - United States - California

- ▶ Create and execute the overall look and feel for many of Yahoo's programming with an emphasis in Automotive, Tech and Sports
- ▶ Yahoo Autos Video Producer: Responsible for creating Autos content & programming while executing video production from start to finish including; Pre and Post production, shooting, editing, graphics as well as publishing videos to site: (Nov. 2013 - Feb. 2016)
- ▶ Hands on Field producer with a crew of six or more including, shooting, editing and directing in major coverage events such as Olympics, NAIAS, CES, Super Bowl, Nascar, MLB, Esports and Political figures.
- ▶ Lead Post Production Editor for one of their longest running shows in tech, formerly known as "Upgrade Your Life" (Oct. 2010- Nov. 2015)
- ▶ Technical Director for studio programming and live streaming shows: Fantasy Football Live, Emmy's, various movie premieres and daily video content.
- ▶ Breaking news or major story Producer
- ▶ Co-Author of style guides for original content of Autos and Tech to establish a consistent look for shows.

Co-Founder / Producer / Shooter / Editor

Xcelerate Productions - March 2007 to 2010 - Full-time - Livermore - United States - California

- ▶ Create and execute the overall look and feel for K&N Filters driver profile videos.
- ▶ Responsible for Producing videos from start to finish including, Shooting, Editing, graphics, original score, scripts, travel responsibilities, credentials, permits and safety regulations.
- ▶ City of Livermore Ca. submission video.
2009 Great American Main Street Award recipient.

SKILLS

Video Producer

- ▶ ChatGPT
- ▶ Open AI
- ▶ Google Bard
- ▶ Media Producer
- ▶ Podcast Producer
- ▶ Social Media Content
- ▶ Digital Media manager
- ▶ Adobe Premiere Pro CC
- ▶ Studio Production
- ▶ Corporate Communications
- ▶ Executive Media Specialist.
- ▶ Content Management
- ▶ Marketing
- ▶ LIVE Broadcast
- ▶ Field Production
- ▶ Cinematography
- ▶ Photoshop
- ▶ Aftereffects
- ▶ Set Design
- ▶ Location Scouting
- ▶ Final Cut Pro
- ▶ Breaking News

EDUCATION

Leading Complex Projects

UC BERKELEY

January 2024 to April 2024

Completing projects on time, on budget, and on specification is critical to business success. As projects become more complex due to new technologies and ever-changing dependencies, it's critical to have a proven framework for leading them.

Project planning and execution is often accompanied by challenges and setbacks. Research shows that around one in every four projects fails and most organizations can't cope with uncertainty and complexity. One of the reasons for this low rate of success is the lack of adoption of project management frameworks and tools.

Success with critical projects hinges on developing an understanding of the types of complexities you're likely to encounter within the projects, from their structure and scope to the changing nature of the project, to the power and political dynamics within the project team and in wider stakeholder communities.

UC Berkeley Executive Education's Leading Complex Projects program was created to help you strengthen your understanding of these complexities and learn to lead through them to drive successful outcomes.

BA - Public Relations

SAN JOSE STATE UNIVERSITY

August 1997 to May 2002

INTERESTS

Sports

- ▶ Tech - Consumer
- ▶ Motorsports
- ▶ Cycling
- ▶ Music
- ▶ Formula One
- ▶ Nascar
- ▶ Sports Cars