



Donovan Guzmán

CREATIVE DIRECTOR & VIDEO PRODUCER

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PROFESSIONAL SUMMARY

Creative Director & Video Producer with 4+ years leading high-impact content for top-tier influencers and brands across the U.S. and Latin America.

Co-Founder of CIDO Marketing LLC — a bilingual production agency with a team of 4. Key contributor to scaling Fer Jalil's YouTube from 4M to +16M subscribers. Expert in AI-integrated production and cross-cultural brand storytelling.

TECHNICAL SKILLS

POST-PRODUCTION

Adobe Premiere Pro · DaVinci Resolve · After Effects

AI PRODUCTION

Midjourney · Higgsfield · Claude · Gemini · Grok

PRODUCTION

Color Grading · Sound Design · Motion Graphics · On-site Filmmaking

STRATEGY

Content Strategy · Brand Storytelling · Bilingual EN/ES

SELECTED CLIENTS

- >> **Fer Jalil** — Lifestyle Creator, LATAM
- >> **Sí Somos Gemelos** — Creators, MX
- >> **Aryaa Detox** — Wellness Brand
- >> **Herbalife** — Independent Branch
- >> **UNISAL** — Charlotte, NC
- >> **American Multiservice** — Charlotte, NC

EDUCATION

Marketing

UTC · 2022

CERTIFICATIONS

YouTube Content Strategy

Platzi · 2026

Prompt Engineering for AI Production

Platzi · 2026

PROFESSIONAL EXPERIENCE

Co-Founder & Creative Director | CIDO Marketing LLC

Charlotte, NC & Mexico City, MX · 2022 – Present

- Lead a bilingual (EN/ES) production team of 4, delivering end-to-end video campaigns for influencers and brands across the U.S. and Latin America.
- Oversee full production pipeline: creative strategy, pre-production, on-site filming, post-production, and final client delivery.
- Manage client relationships, content strategy, and deliverable quality across accounts in lifestyle, wellness, education, and professional services.
- Integrate AI tools (Midjourney, Higgsfield, Claude) into production workflows to accelerate turnaround without sacrificing cinematic quality.

Video Producer & Editor | Fer Jalil

Mexico City, MX · 2022 – Present

- Produce and edit TikTok videos, long-form YouTube content, and brand collaboration videos for one of Latin America's top lifestyle creators.
- Key contributor to channel growth from 4 million to nearly 16 million YouTube subscribers through strategic content construction and visual storytelling.
- Handle full post-production pipeline: color grading, sound design, motion graphics, pacing, and narrative structure.

Video Producer | Sí Somos Gemelos

Mexico City, MX · Via CIDO Marketing LLC

- Produce lifestyle and entertainment content for a prominent creator duo in the Mexican digital market.
- Handle creative direction, on-site production, and full post-production for social media channels.

Video Producer — Brand Clients

Charlotte, NC & Mexico City, MX · Via CIDO Marketing LLC

- Deliver bilingual brand content campaigns for wellness, education, and service businesses in the U.S. and Mexico — Aryaa Detox, Herbalife Independent Branch, UNISAL, American Multiservice.
- Specialize in campaigns targeting English and Spanish-speaking audiences simultaneously.
- Tools: Adobe Premiere Pro · After Effects · DaVinci Resolve · AI-integrated workflows.