

# JORGE ANDRÉS TOGRA VILLAVICENCIO

Film and Audiovisual Production Management, Editor, Colorist



## EXECUTIVE SUMMARY

Audiovisual Director and CEO with 18 years of experience leading communication strategies for global brands and government entities. Specialist in workflow optimization through AI and high-level post-production. Winner of the "Best Video Production Design" award at DesignRush2025 (Miami), focused on delivering return on investment through impactful visual storytelling.

## PROFESSIONAL COMPETENCIES

### Soft

Analytical Thinking, Leadership, Emotional Intelligence, Assertive Communication, Decision Making, Conflict Resolution, Proactivity, Empathy, Resilience, Flexibility.

### Techniques

Direction, Cinematography, Executive Production, Content Strategy.

## COMPUTER TOOLS

### Tech Stack:

Davinci Resolve, Final Cut Pro, Logic Pro, Adobe.

### AI Integration:

Video/image generation, Virtual characters, Automated workflows.

## AWARDS

### July/October 2025 Winner of "Best Video Production Design"

Awarded by DESIGNRUSH, Miami.

### 2020 First Place in the "Landscapes" Category

Sangay Podocarpus Corridor Photography Contest.

### 2016 Winner of "Best Documentary, Girón, Friendly City of Ecuador"

### 2015 Winner of "Best Documentary on Cities of the Future" Screened in Colombia and France.

## PERSONAL DATA

### Date of birth:

February 15, 1984

### Place of birth:

Cuenca, Azuay. Ecuador

### Identity card number

010386615-8

### Marital status

Married

### Family responsibilities

2 daughters

### Blood type

ORH+

📍 Mantense 2-65 and Cashaloma

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✉ andrestogra@gmail.com

🌐 [www.zainfilms.com](http://www.zainfilms.com)

## EDUCACIÓN

### Workshops 2008:

- **Cinematographic Photography Direction**  
FICC Cuenca International Film Festival with CCCM Film Training Center of Mexico.
- **Cinematographic Screenwriting**  
Ministry of Culture of Ecuador with National School of Experimentation and Filmmaking of Argentina.



## PROFESSIONAL SKILLS

- Film Directing
- Screenwriting
- Production Design
- Film Production
- Audiovisual Production
- Documentary Filmmaker
- Cinematography
- Advertising Photography
- Talent and Actor Management
- Camera Operator
- Lighting Technician
- Post-Production Technician
- Editor
- Colorist
- Sound Design
- Sound Engineer
- Editing programs:

### Video:

- Davinci Resolve
- Final Cut Pro
- After Effects
- Premier Pro

### Photography:

- Photoshop

### Audio:

- Logic Pro

### Design:

- Illustrator

### AI (Artificial Intelligence):

- Video Generation:
- From Text
- From Images

### - Image Generation:

- From Text

### - Virtual Character Creation:

- Avatar Configuration
- Personal Branding

### - Animation and Effects:

- Animated Text, Transitions

### - Translation and Subtitling:

- Multiple Languages

- Social media marketing
- Content marketing



## PROFESSIONAL EXPERIENCE

- **ZAIN FILMS** 2008 - present  
Film and audiovisual production company  
  
Creative and Production Director with a comprehensive vision in visual communication.  
Lead projects from conceptualization to post-production.  
Integrate film direction, advertising photography, and strategic marketing.  
Articulate documentary narrative and graphic design to enhance brand identity.
- **XXIX Ibero-American Summit in Cuenca** 2024  
UNIR International University of La Rioja, Spain  
  
I directed the production of the documentary for the 15th Ibero-American Business Meeting of the 29th Ibero-American Summit.  
I coordinated multidisciplinary teams to deliver content in real time, adhering to international diplomatic standards.
- **Cuenca Auto / Chery - Dongfeng** 2021 - 2022  
Social media and content marketing  
  
I transformed brand strategies into market leadership through 360° campaigns and specialized audiovisual content focused on technology.  
I successfully positioned Chery and Dongfeng as sales leaders in southern Peru.  
I reduced the cost per lead (CPL) and generated over 100 qualified leads in 30 days using advanced segmentation as a conversion funnel specialist.  
I achieved massive organic reach (over 100,000 impressions) and sustained growth across digital channels (over 25% increase in traffic).
- **III World Summit on Zero Hunger in Cuenca** 2018  
GPATOURS Azuay Prefecture  
  
I led the technical team with experience in high-level international summits.  
I coordinated the audiovisual infrastructure for delegations from 35 countries and heads of state, ensuring 100% stability in critical simultaneous translation and global streaming systems under strict diplomatic security protocols.
- **VI "La Orquídea" Film Festival in Cuenca** 2017  
GPATOURS Azuay Prefecture  
  
I managed the technical support team for the theaters during the Festival.  
I ensured technical excellence in over 80 screenings of national and international films.  
I guaranteed compliance with the international image and sound standards required by the filmmakers and invited juries.
- **Girón Municipal Government** 2014 - 2020  
**Cumbe Parish Government** 2013 - 2017  
**Azuay Governorate** 2012 - 2013  
Audiovisual Communication  
  
I led the communications department, designing a comprehensive communications campaign that transformed this engineering milestone into a narrative of human progress and tourist appeal.  
I spearheaded the entire production process, creating audiovisual materials and cinematic documentaries.  
I composed an original soundtrack to evoke emotion.  
I conducted interviews with local beneficiaries.  
I strategically segmented the content, engaging young people for young people and focusing on the core corporate identity of efficiency.  
I achieved a 40% increase in positive sentiment on social media, and the main video was used by the Ministry of Tourism to promote the project at various national and international tourism fairs.  
I secured free media coverage.



## WORK EXPERIENCE

### Zain Films – Projects

2008 – 2025

#### Direction and Production

2022 Short film: The Mandalorian – Fan film  
2021 Short film: Predator – Fan film  
2018 Documentary: Roots/ROOTS. Ancient Peoples  
2016 Euro Ciné (France-Canada co-production)  
2012 Series: Ecuador en Moto  
2010 Short film: EROS, the god of mystery  
2008 Series: Así es Azuay  
2007 Feature film: Al Otro Lado

### Provision of Services

2008 – 2025

#### Audiovisual Direction and Production

:: Grupo Eljuri:

- HYUNDAI
- JAC Autos
- AJE
- Cervecería La Paz

:: Grupo Industrial Graiman:

- Cemento Atenas
- Induatenas
- Transnexos S.A.

:: Corporación Proauto / Mirasol:

- Chevrolet
- Volkswagen
- GAC

:: Grupo Vázquez / Cuenca Auto:

- Chery
- Dongfeng

:: Grupo Roldán:

- JAC
- Jetour
- Sany
- Zonsen

:: Renault

:: Indurama

:: Grupo Rolan – Puerto Rico

:: TREWTH – NY, EU

:: XXIX Cumbre Iberoamericana – Cuenca

:: Cámara de Industrias – Cuenca

:: Festival de Cine La Orquídea

:: Cumbre Hambre Cero

:: Cuenca Tenis y Golf Club

:: Hospital del Río

:: Consulado del Perú

:: FEPCMAC Federación Peruana de Cajas Municipales de A y C

:: Presidencia de la República del Ecuador

:: Ecuador Ama la Vida (Min. de Turismo)

:: Ministerio Coord. Desarrollo Social

:: Ministerio del Interior

:: CELEC EP

:: ECU 911

:: Gobernación del Azuay

:: Prefectura del Azuay

:: GAD Municipal de Girón

:: GAD Municipal de Chordeleg

:: GAD Municipal de Pucará

:: GAD Parroquial de Cumbe

:: GAD Parroquial de Tarqui

:: EMUCE EP

:: SUPERCOM

:: Elecaastro

:: Registro Civil

:: INV Minerals

:: Universidad Internacional de La Rioja – España

:: UCuenca EP

:: Universidad de Cuenca

:: Universidad Católica de Cuenca

:: Universidad Católica Santiago de Gye

:: Instituto Superior Sudamericano

## REFERENCES

**Arq. Humberto Cordero**  
Governor of Azuay 2011 - 2014  
Contact: 099 988 2312

**Ing. Carlos Moscoso**  
Zero Hunger Summit  
Contact: 098 082 0203

**Ing. Hector Quiroz**  
National Marketing Manager  
HYUNDAI  
Quito, Ecuador  
Contact: 098 030 2106

**Teodoro Malo**  
CUENCA AUTO  
Contact: 099 729 8104

**Cristian Celi**  
PROAUTO CORPORATION  
Contact: 097 890 2176

**Ma. Isabel Vintimilla**  
GRAIMAN INDUSTRIAL GROUP  
Contact: 099 435 0352

**Miguel Ángel Quizhpi**  
GRUPO ROLDÁN  
Contact: 096 979 9988



## WORK EXPERIENCE

### Provision of Services

2008 - 2025

#### Audiovisual Direction and Production

- : KFC
- : Nutri
- : Filmarte - Quito
- : ECOCINEMA: Uruguay, Chile, Argentina
- : KAWSUS Consultoría, Asesoría y Construcción
- : UCACSUR
- : Cooperativa CREA
- : Cooperativa Gualaquiza
- : Cooperativa Jardín Azuayo
- : Mega Hierro
- : Subatería Importadora
- : Displades (Tu Tienda)
- : Prograserviv (Gran Sol)
- : SISTEC Corp
- : Hotel Boutique Santa Lucía
- : Hotel Yanuncay
- : Hotel Río Piedra
- : Hostería Durán
- : Restaurante Villa Rosa
- : Parador Turístico El Chorro
- : Hostería Colinas de ATAMAN
- : Aso. Hotelera del Azuay
- : ESC Interiores
- : Maskerade
- : Coop. Trans. Azuay
- : Diana Naula Spa
- : vive Kimsakucha
- : Datalights
- : SOFATTO Muebles
- : Detalles Muebles
- : Muebles Quimera
- : Expo Music
- : Círculo Musical
- : Valle Verde
- : Solcuero
- : SlamStudio
- : 8 Producciones
- : DIZA Corporación Cultural
- : Amadeus
- : Personal Training CQ
- : Aventura Park
- : BRONX
- : Verbo
- : Ubicate
- : La Casa del Banquete



## REDES SOCIALES

### Linked In

Andrés Togra <https://www.linkedin.com/in/jorgeandrestogravillavicencio/>  
Zain Films <https://www.linkedin.com/company/zainfilms/>

### Facebook

@zainfilms <https://www.facebook.com/zainfilms>

### Instagram

@zain\_films [https://www.instagram.com/zain\\_films/](https://www.instagram.com/zain_films/)

### Youtube

@ZainFilms <https://www.youtube.com/@ZainFilms>

### Vimeo

Zain Films <https://vimeo.com/zainfilms>

### Portafolio

[www.zainfilms.com](http://www.zainfilms.com)

