

# JORGE ANDRÉS TOGRA VILLAVICENCIO

Film and Audiovisual Production Management, Editor, Colorist

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Directing | Cinematography | Executive Production | Content Strategy  
Strategic Leadership | Audiovisual Strategy | Project Management | Digital Marketing | ROI

## EXECUTIVE SUMMARY

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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 EXPERIENCE

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### ZAIN FILMS February 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 November 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 2024.
- 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, April 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.

<b>Girón Municipal Government</b>	<b>2014 - 2020</b>
<b>Cumbe Parish Government</b>	<b>2013 - 2017</b>
<b>Azuay Governorate</b>	<b>2012 - 2013</b>

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.

## ACADEMIC BACKGROUND

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### **Workshops:**

#### **Cinematographic Photography 2008**

FICC Cuenca International Film Festival with CCCM Film Training Center of Mexico.

#### **Cinematographic Screenwriting 2008**

Ministry of Culture of Ecuador with National School of Experimentation and Filmmaking of Argentina.

## PROFESSIONAL COMPETENCIES

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### **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

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### **Tech Stack:**

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

### **AI Integration:**

Video/image generation, Virtual characters, Automated workflows.

## INTERNATIONAL RECOGNITION

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**2025:** Winner of "Best Video Production Design" at DesignRush2025 (Miami).

**2016:** Winner of "Best Documentary of Girón, Ecuador's Friendly City".

**2015:** Award for "Best Documentary of Cities of the Future" (Cumbe Parish), with notable screenings in Colombia and France.