

OMAR MOLINA

Mexico City, Mexico (CST) | Bilingual (Spanish / English)
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PROFESSIONAL SUMMARY

Bilingual **Media Quality Assurance & Post-Production Specialist** with 10+ years of experience leading technical audio-visual workflows, broadcast compliance, and digital visual quality control across major broadcast networks (Televisa), global streaming projects (Amazon Prime, MTV), and independent digital platforms. Proven expertise in multi-platform media asset management, AI-assisted video production tools, and UX-aligned visual quality control. Combines a deep background in visual communication with a Master's degree in Integrated Marketing and Google Professional Certifications to ensure creative alignment, technical precision, and user-centric compliance.

CORE COMPETENCIES & TECHNICAL SKILLS

Quality Assurance & QC:	Broadcast Standards, Color/Audio Spec Verification, Frame/Aspect Ratio Audits, Video QA Workflows, Digital Asset Compliance
Post-Production & Operations:	Post-Production Supervision, Motion Graphics QC, End-to-End Content Coordination, Render Pipelines, Multi-Format Exporting
Software & Tools:	Adobe CC (After Effects, Premiere Pro, Photoshop, Illustrator), Final Cut Pro, Gen-AI Workflows (Recraft, Firefly, Vidiq)
Strategy & UX Alignment:	Integrated Marketing Alignment, Visual Communication, Google Certified UX & Digital Marketing, Brand Identity Guidelines, Bilingual Communication (Spanish Native / English Professional)

PROFESSIONAL EXPERIENCE

FREELANCE MEDIA POST-PRODUCTION & QC CONSULTANT 2019 – Present
Explora Estudio / Independent Media & Content Strategy | Mexico City

- **Direct visual content QA and establish standardized QC checklists** to guarantee brand consistency, technical compliance, and optimized video deliverables across digital channels.
- **Provide freelance motion graphics and technical QC consulting** for industry partners, contributing to high-profile streaming projects featured on platforms such as **Amazon Prime, MTV, and Televisa**.
- **Oversee end-to-end post-production workflows and asset delivery pipelines, integrating generative AI tools** (Adobe Firefly, Recraft, VidIQ) to accelerate asset creation and automate visual quality reviews for corporate clients.
- **Lead full-cycle video operations video operations and digital channel strategies** for an independent travel YouTube channel (**+10k subscribers**), managing content workflows, brand consistency, and visual optimization.

MEDIA OPERATIONS & PRODUCTION COORDINATOR 2018 - 2019

Korean Media & Digital Channel Venture (Goods TV) | Mexico City

- **Managed full-cycle audiovisual production**, script coordination, and digital marketing strategies for launching a new digital content channel in Mexico.
- **Supervised content compliance**, video publishing standards, and **visual consistency** across all digital platforms and social media channels.
- **Led international tour logistics**, venue contracting, marketing execution, and multi-team coordination for an international K-Pop concert tour **across LATAM**.

MULTIMEDIA DESIGN & POST-PRODUCTION COORDINATOR 2010 - 2018

Televisa | Mexico City

- Coordinated **post-production workflows** and multimedia design packages for high-profile international sports broadcasts and major entertainment coverage over an 8-year tenure.
- Enforced strict **broadcast QC standards** (frame rates, color profiles, audio leveling) across graphic packages and video segments before live transmission.
- Collaborated with international and multi-disciplinary teams to ensure complex **multi-format deliverables** met strict **technical specifications** and timing requirements.

EDUCATION & CERTIFICATIONS

- **Master's Degree in Integrated Marketing (Mercadotecnia Integral)**
- **Bachelor's Degree in Visual Communication (Comunicación Visual)**
- **Google Professional Certificate: UX Design**
- **Google Professional Certificate: Digital Marketing & E-Commerce**

