

Mauricio Soto

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Summary

A versatile professional with over 20 years of experience driving results across diverse industries, combining strategic thinking, operational expertise, and creative problem-solving. My dynamic career in media has sharpened my ability to manage complex projects, foster client relationships, and deliver high-impact solutions under tight deadlines. Known for adaptability and a collaborative approach, I offer transferable skills in project management, communication, and workflow optimization, ready to contribute to a variety of organizational settings. Eager to bring a results-oriented mindset to a growth-driven team.

Core Competencies

- **Project & Time Management:** Planning, scheduling, and coordinating projects to meet deadlines and budget requirements. Resource allocation and team leadership experience.
- **Operations & Workflow Management:** Troubleshooting and optimizing processes and systems to ensure efficiency and productivity. Experience with data management and digital tools.
- **Communication & Collaboration:** Exceptional written and verbal communication skills. Proven ability to collaborate effectively with diverse teams and clients.
- **Problem Solving & Adaptability:** Quickly identifying and addressing challenges, adapting to changing priorities and requirements, and finding effective solutions.
- **Organizational Skills:** Proven ability to manage multiple tasks and projects concurrently, while maintaining attention to detail.

Professional Experience

Content Manager

DeFiance Media | Los Angeles, CA | 01/2023 – 12/2023

- Developed and streamlined workflows to ensure efficient content organization and timely delivery.
- Resolved technical and operational challenges to maintain seamless service continuity.
- Coordinated with external partners to align with brand consistency and technical standards.
- Created and managed promotional content to enhance engagement across channels.

Freelance and Contract Work

Various Locations | 2003 – 2023

Clients include SAP, Naturopathica, OXO, IHGOA, Riverside Digital Productions, and others

- Provided production, post-production, and content management services, helping clients succeed in their marketing and branding strategies.
- Delivered high-quality projects across diverse industries, managing complex workflows and deadlines.
- Produced and edited promotional, educational, and branded content to meet client objectives.
- Collaborated with cross-functional teams to execute campaigns and improve operational efficiency.
- Developed visual elements, including motion graphics, to enhance project outcomes.

Retail Store Manager/Assistant Manager

Cards Galore | London, UK | 1994 – 2000

- Oversaw daily operations, including inventory management, sales, and customer service.
- Trained and supervised staff, fostering a positive and productive work environment.
- Designed and implemented product displays to improve sales and customer experience.

Telemarketing Researcher

A B2B Conferences Organizer | London, UK | 2001 – 2002

- Conducted market research and data collection through outbound calls, ensuring accuracy.
- Entered and managed data in internal systems, improving organizational processes.
- Identified and addressed operational challenges to enhance efficiency.

Education

- **BA in Film and TV Production** | University of Westminster, London, UK
- **Access to Media Studies** | Westminster College | London, UK

Skills

- **Technical Skills:** Proficiency in Microsoft Office, Google Suite, cloud computing, data management.
- **Other Skills:** Problem-solving, adaptability, organizational skills, customer service, time management.
- **Languages:** Fluent in English and Spanish