

Chuchi Rivero

647-358-3911 - 305-582-9996

chuchi@chuchirivero.com | www.chuchirivero.com | <https://www.linkedin.com/in/chuchi-rivero>

Producer | Director

“Creativity is the capacity to dream with your heart and eyes open...”

Chuchi's Rule of thumb: Must have **PASSION**, think out of the boxes box, work smart and long if you have to, strong self discipline, team motivation, be cross-cultural, strong interpersonally and communicate, know root cause analysis, technically prepare and be creative in the forefront.

- **Directing and Producing** a broad range of media and entertainment projects. Managing productions, planning schedules from conception to editing, and overseeing budgets for large- and small-scale developments.
- **Partner with Cross-Functional Teams**, monitoring activities to ensure project meets and exceeds client expectations, and maintaining a motivational leadership style to achieve positive results.
- **Cross-Cultural Leader** with strong interpersonal, communication, root cause analysis and creative skills.
- **Steep Knowledge of Equipment** and operation of audio visual devices with a solid understanding of editing, lighting and videography techniques.
- **Research and Investigate potential stories.** Ability to Meet Deadlines and produce, as well as maintain profitable relationships
- **Fluent in English, Spanish and casual Portuguese.** Superb ability of listening to ideas and transforming them into visual story telling projects

Areas of Emphasis

Visual Story Telling - Camera Operation and Technologies - Content Creation & Management - Image Concept & Design - Team Building - Hire Crew and staff - Marketing Management - Project Management - Budgeting & Cost Control - Sigma Business Mythology

Professional Experience

Independent

Producer/Director 2002 to Present

Create and execute a creative process providing cinematography and editing productions for clients, establishing realistic budgets and overseeing daily operations of projects.

Manage, administrate and guide media and entertainment projects. Develop strategic plans for creating artistic and innovative shots, and adhering to strict branding and promoting the appropriate image as determined by contracting organizations. Streamline processes and produce media in long and short forms, live sports, music events, corporate and documentaries. Travel globally to manage, direct and shoot single, multi-camera and studio productions. Consult on the marketing projects, developing creative strategies to promote the media and increase awareness. Maintain a high-profile client list that includes national and international industry professionals.

...continued...

Selected Projects:

- **Director**, MasterChef Latino Season 2 - 2019
- **Producer/Director**, “Pure Joy” (A Puro Gusto) - 2018-2019.
- **Executive Producer/Director**, Telemundo, “SOS, Salva mi Casa” – 2015-2016.
- **Producer/Director/Cinematographer**, “The Terrace”.
- **Director/DOP**, Delicioso with Ingrid Hoffmann, Galavision Network.
- **DOP**, Simply Delicioso with Ingrid Hoffman Food Network
- **DOP**, Univision, World Cup South Africa.
- **DOP**, Univision, World Cup Germany DOP for Univision.
- **Producer, Director and Cinematographer** “Wines of the World” – Documentary.
- **Producer, Director, Cinematographer & Editor** - “China Today”.
- **DOP**, “Street Survival” – Feature Film 2006, now on Netflix DVD sale.
- **DOP**, “The Luggage” – Short Film - Showtime Top 5.
- **Director/Producer/DOP** “Con Ardientes Fulgores de Gloria” – Documentary History Channel.
- **DOP**, “Lechon” (Pork) Short Film - HBO Top 5.
- **DOP**, “Pieces of Life” – USA/Ecuador feature film.
- **DOP**, “Gringo Wedding” – USA/Colombia feature film.
- **DOP**, The Glades - Nat Geo / Discovery.
- **DOP**, USIA (United States Information Agency).

Sony Broadcast

Marketing Manager, 1998 to 2002

- *Supervised daily activities of 24 sales representatives throughout the 28 Latin America Countries, recruiting and training qualified candidates to manage key product categories, deploying successful marketing campaigns from conception to execution.*
- Provided leadership and direction on the creation of innovative marketing strategies, developing campaigns and plans to promote products and enhance positive brand awareness. Guided the launch of multiple products, devising pricing, determining distribution logistics and designing advertising and promotions to penetrate markets and improve sales.
- Conducted extensive market research to determine trends and actions of target audiences, monitoring competitors to maximize growth.
- Collaborated with supply chain team to devise plans for introduction of products in 28 Latin American countries, expanding territories and increasing brand awareness.
- Managed accounts with a ROI of over \$30Million, meeting with potential and current clients and establishing profitable partnerships.

Additional Work Experience

Videographer / Editor, Univision Network. 1990 to 1998.

Camera Operator / Editor, Video Audio Promotions, 1980 to 1990.

Projects & Accomplishments in brief

Best Director - Miami Short Film Festival - “Mi Historia, My Culture”, 2002.

Best Director - Miami Short Film Festival - “Consecuencia La Vida”, 2003.

Best Director - Miami Short Film Festival - "Pretty Boy" - 2004.
Emmy nomination - "Fuera de Serie-Israel" – Cinematographer, 1997.
Acrin Award - DOP - News Camera , 1986.
Unesco Award - DOP - "War on Drugs" Documentary – 1985.
Otto Award - News Camera, 1984.
Spotlighted at the Cannes Film Festival, 2000.
DOP, "Pieces of Life" – Director of Photography, Ecuadorian film, 1997.
DOP, "Gringo Wedding" – Director of Photography, Colombian film, 1996.
DOP, Only Hispanic Showcased at the NAB - HD Commercial work, 2003.
Journalist Camera OP - Central American War, 1984-1985.

Educational and Professional Development

Certification, Sony Digital Technology and Engineering, 1998-2002.
Certification, Six Sigma Green Belt, 2000.
Certification, Maine Photographic Producer, Cinematography and Lighting, 1985-1990.
Certification, Journalism Reporting, Univ. of Miami Continuing Studies Program 1984.
AS - MDCC - Broadcasting , 1979-1981.

Technical Proficiency

HDR/HDT Technology specialist, High-end cameras, Non-Linear Editing, Broadcast System Integration, PC OS, MAC OS, MS Office, Still Photography. Proficient Editing with Sony Vegas Pro (Equivalent to Premiere).

Speaking Engagements/Publication:

Sony ITA (Associate Instructor): Cameras Sony FS7, A7S, F55, F65, FS5, RED, Arri. Chile, Colombia, Miami, Peru, Panama, Costa Rica, Argentina, Venezuela, Ecuador. 2004 - Present.

VIP Invited Guest Speaker, Miami Film Festival, Cartagena Film Festival, Cannes Film Festival, Peru Film Festival, Chile, Art Institute of Fort Lauderdale, Universidad de Lima, Universidad del Istmo Panama, among others.

Google - https://www.google.com/search?q=chuchi+rivero&source=Inms&sa=X&ved=0ahUKEwi52tT1kuPeAhUH1oMKHX6SAHUQ_AUICSgA&biw=1039&bih=714&dpr=2

Sony - <https://www.facebook.com/InstructorTecnicoAsociado/app/208195102528120/>

Linkedin - <https://www.linkedin.com/in/jesus-chuchi-rivero-42208b5a/>

Film - <http://peliculasecuadorianos.blogspot.com/2013/12/retazos-de-vida-2008.html>

CHUCHI (Executive Producer/Director) - TIME WARNER INC. / TELEMUNDO, "SOS,SALVA MI CASA" (SAVE MY HOUSE) - <https://www.businesswire.com/news/home/20150407006109/en/Time-TELEMUNDO-Debut-'SOS-Salva-Mi-Casa'> AND <https://tvbythenumbers.zap2it.com/network-press-releases/time-inc-and-telemundo-to-debut-sos-salva-mi-casa-april-11-on-telemundo/>

Film - <https://www.imdb.com/title/tt0872318/reference>

Story Rocket - <https://www.storyrocket.com/Chuchi.g6tv9905>