
 **+Education /** Art Institute of Fort Lauderdale
Bachelor of Science, Computer Animation

A Creative Force with over 20 years of experience. I have provided Creative Direction and Vision for a variety of clients in Broadcast Television and Film including, several top News Networks. Cable channels such as HDNet, The Weather Channel. Music Artists; Pitbull, David Ellefson (Megadeth), Magic! and more. Extensive Experience with major Advertising Agencies/Post Houses like Ackerman McQueen, The Loomis Agency, Hothaus Creative and Throttle Post.

My unique Signature Style and Abilities have helped raise the Quality and Brand Recognition of such companies. Faster Production turn-arounds leading to Increased Revenue. A successfully proven track record as a Leader, Creator, Mentor and Innovator with years of Industry knowledge and Industry contacts.

 **+Portfolio/Reel/Blog:**
<http://www.promohd.com/>

 **+Video Producer at TEGNA Marketing Solutions**
2016 - Present - Provide Editorial, Motion Graphics & Writing for a variety of in house clients. Including television stations owned by TEGNA (formerly Gannett) NBC, ABC, CBS and FOX.

+Creative Director at PromoHD
February 2011 - Present - Provide Editorial, Motion Graphics, 3D Design, Post Production & Compositing for a variety of clients. Manage production of projects and freelancers as needed.

- + Throttle Post/Scott Howell & Company - Electoral Campaign Support - Motion & Editing
- + Convergence Media - Electoral Campaign Support - Motion & Editing
- + Throttle Films - Daylight's End - Compositing
- + ESL Gaming - The Witcher 3 "BeAPro with ESL Part 2: Hearts of Stone" - Editing
- + Ackerman McQueen - Editorial support on NRAFreestyle show Noir
- + Regogo Racing/Regogo Music - Videography & Workflow/Equipment Consultation
- + CreativeSeen - Pitbull- Give Me Everything - Compositing & Tracking on tablet scenes

+Creative Director at ForbiddenSky
1999 - June 2012 - Provided Editorial, Motion Graphics and Print Layout for a variety of clients.

+Senior Multimedia Designer at ClickMotive
May 2011 - March 2012 - Provided editing and shooting for in house video production. Editing promotional videos for nation wide automotive websites for automotive brands such as Chevrolet, Mazda, Lincoln and Ford to name a few.



Promax/BDA Gold
in Promotion & Marketing for MY Networks launch of the syndication of Everybody Loves Raymond.
Dallas Press Club Award
for my work on the Superman Tower of Power introduction commercial.



Creative Direction, Team Building, Motion Design, Animation, Broadcast, Post Production, Videography, Non-linear Editing, Graphic Design, Logo Design, Layout, Compositing, Visual Effects, Digital Media, Producing, Color Correction, User Interface Design, Print, Advertising, Storyboarding, Typography, Creative Writing, WordPress, HTML, Java, PHP.



Languages
English / Spanish



<https://www.linkedin.com/in/nelsantiago>



<http://www.instagram.com/vdubaddiction>



https://twitter.com/PromoHD_Feed



+Creative Director at Hothaus Creative

October 2006 - May 2010 - I provided a creative vision for a variety of clients in News and Cable Television. Utilizing Film and HD content, we provided a mix of beautiful imagery and clean design. Creating high-end graphics, editing and compositing for many of today's top Cable and Television Networks. I managed storage, backup and propagation of digital footage to artists and stations.



+Promotions Writer/Producer/Designer at KTVT CBS 11

2004 - 2006 - Co-Produced station image campaigns for KTVT and KTXA. Redesigned promotional graphics for UPN 21. Helping to brand the station under the "Made You Look" slogan. Designed and composited the "to The Max" franchise for the UPN O&Os. During that time I transitioned to the Promotions Department as a Writer/ Producer. Editing and compositing the very spots I was writing. Also assisted in station events for the CBS network.

+Senior Designer at KSAT 12

2003 - 2004 - Managed a team of five designers; Delegated the work flow, Art Directed the look and feel of the station. Relaunched the News graphics package for the AM, 5, 6, and 10pm newscasts. Helped strengthen the relationship with the News Department. Assisted in Station outreach programs like Bikes for Tykes, and other casting events for the ABC network.

+Broadcast Designer at KXAS NBC 5

2001 - 2003 - Completed daily news gfx. Produced animations for Promotions & Special Projects. Assisted in the Launch of the NBC Art House Project. Training designers in news graphics work flow, understanding news rundowns (iNews), and overall interaction with the News Department. Was one of a handful of designers there for the launch day of the NBC Arthouse. Helping design, name, and organize some of the first graphics used to make up their DekoMOS image library.

+Broadcast Designer at WFOR CBS 4

1999 - 2001 - Created daily news graphics, Animated treatments for promotions. Including custom graphics for sweeps promos, multiple Hurricane Season opens and bumps. Logo design and initial gfx package for Viewfinders (showcasing the work of our photojournalists). Helped maintain Macintosh computers in the Art Department (i.e. Network, System Maintenance, & Installs) Also assisted in casting events for the CBS network.



+Motion Designer at MIG (Multi Image Group)

1997 - 1999 - Created animated intros and large format graphics for; IBM, Blockbuster Video, Starwood, Empire Toys & American General. Often providing graphic support in supervised sessions with clients and sales staff.

+Designer at Successful Images

1995 - 1996 - Provided graphics and animations for such clients as AutoNation, Dun & Bradstreet and Dow Jones Telerate.



Hobbies
& Interests



Volunteer Experience & Causes

Designer

Glenhope Elementary

September 2015 - December 2015

Helped out with designs for holiday float.

For the kids!

Volunteer Experience & Causes

Santa's helper

Bikes for Tykes

December 2003

Helped build bikes, collect toys and give out presents.



+Portfolio/Reel/Blog:

<http://www.promohd.com/>

Editor/Designer/Composer
NEL SANTIAGO

nel@promohd.com
214.718.7728