

# James Andrew Coroza

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## PROFESSIONAL EXPERIENCE

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### FILMWIRE STUDIOS Head of Creatives and Technology, Founder

Manila, Philippines  
September 2014 - Present

Founded Filmwire Studios, a 360 marketing agency specializing in multimedia solutions. Oversee production, direction, and creative vision to deliver high-impact projects.

- **Producer and Director:** Directed every single project, ensuring consistent storytelling and brand alignment
- **Creative Director and Copywriter:** Developed creative strategies and designs, establishing distinctive brand identities and compelling narratives
- **Technical Producer, Video Editor & Videographer:** Leveraged advanced technology to produce high-quality visuals, enhancing live event and broadcast productions and video campaigns.
- **Website Development and SEO:** Created the company's website and developed the SEO to ensure that the website is always first in search results.

### AVANTAGE ENTERTAINMENT USA Lead Graphics Producer

Coral Gables, FL, USA  
November 2022 - November 2023

Stepped up from a vMix operator to Lead Graphics Producer by formulating an in-house broadcast solution that saved the company \$130k annually. My efforts were pivotal in prioritizing the broadcast aspect of the company, enhancing the overall user experience.

- **Broadcast Solution Development:** Collaborated with the technology team to integrate game technology into my proposed broadcast system, eliminating the need for a third-party graphics vendor and saving the company \$130k annually.
- **Broadcast Initiative:** Joined the 5-year history of Avantage and was instrumental in initiating and prioritizing the broadcast segment, which accounts for 50% of the user experience, within just 4 months of my tenure.
- **Graphics and Live Stream Package:** Developed and implemented a comprehensive graphics and live stream package, improving broadcast quality and consistency by over 80%.
- **Live Broadcast Execution:** Coordinated graphics during live broadcasts, ensuring timely and accurate delivery
- **Standardization and Training:** Created and enforced standardized systems for operators, leading to a significant increase in operational efficiency.
- **Recruitment, Training, and Team Leadership:** Recruited, supervised and trained a team of vMix operators, leading to improved team performance and reliability.

### INFINITUS 360 MARKETING SOLUTIONS INC Creative Director

Makati, Philippines  
June 2022 - February 2023

Led the Creatives and Multimedia Department, driving innovation in branding, promotional campaigns, and marketing communications. My expertise significantly enhanced the department's capabilities and cost efficiency.

- **Strategic Leadership:** Managed daily operations, aligning projects with strategic goals
- **Knowledge Transfer:** Leveraged my skills and knowledge to train the Creatives department, enabling in-house production of broadcast-quality livestream video outputs and stage productions.
- **Cost Savings:** Saved the company at least PHP 90k per event by eliminating the need for external broadcast operators and production teams.
- **Multimedia Production:** Produced high-quality livestreams and stage productions, elevating the company's event offerings and client satisfaction.
- **Innovative Concept Development:** Collaborated with marketing and brand teams to create unique strategies

**TV5 NETWORK INC / MEDIAQUEST HOLDINGS INC**  
**Director, Technical Director, Multimedia Artist for "The Dean Mel Show"**  
**Live Broadcast Technical Operator for "Realsyon" Radio/TV Show**

**Mandaluyong, Philippines**  
**October 2020 - July 2022**  
**April – December 2020**

- **Show Management:** Directed live and recorded shows, ensuring a seamless production process and high-quality output.
- **Innovative Live Broadcast:** Pioneered a technical setup for "Relasyon," one of the first radio shows in the Philippines to go back live on air during the height of the pandemic and to avoid relying on Zoom for live broadcasts. Remotely connected all hosts and sent the broadcast to TV5 broadcasting satellites for live airing.
- **Technical Oversight:** Managed the TV Control Room, identifying and correcting potential issues to maintain broadcast standards.
- **Creative Production:** Created TV graphics and motion graphics, enhancing the visual appeal of the show.
- **Remote Coordination:** Connected hosts and reporters remotely, ensuring smooth live telecasts during the pandemic work-from-home setup.

**SEVEN NETWORK - AUSTRALIA**  
**Telecast Traffic Scheduler**

**Taguig, Philippines**  
**September 2019 - July 2022**

Ensured seamless and compliant programming across all Seven Network's channels including 7, 7two, 7mate, 7flix, 7food.

- **Telecast Scheduling:** Managed schedule changes, aligning telecast schedules with advertisements, maintaining high accuracy and compliance.
- **Compliance Management:** Conducted compliance checks and amendments, ensuring adherence to Australia's Commercial Compliance standards.
- **Media Inventory Coordination:** Scheduled media inventory, including animations and trailers, news updates, network show promotions, reinforcing network branding strategies.
- **Discrepancy Resolution:** Resolved schedule discrepancies, ensuring minimal disruption to programming.

## **EDUCATION**

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**FAR EASTERN UNIVERSITY**  
**Bachelor of Arts in Communication**

**Manila, Philippines**  
**2014-2021**

- Awards: 2nd Best Campaign, FEU Advertising Congress 2018
- FEU Media Center Student Assistant

## **SKILLS**

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- **Live Production and Broadcasting:** vMix Pro, OBS, Remote Production, Live Broadcast, Live Event Production, Live Production Streaming
- **Creative Direction and Content Creation:** Copywriting, Motion Graphics, Graphic Design, Marketing, Advertising, Videography, Video Production, Video Editing, Media Production
- **Technical and Strategic Skills:** 360 Marketing, Technical Direction, Resolving Issues, Marketing Strategy, Social Media, Team Building, Virtual Events, Event Planning, Leadership
- **Software Proficiency:** Microsoft Office, Adobe Photoshop, Premiere Pro, Canva, Meta Business Suite

## **ADDITIONAL INFORMATION**

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- Languages: Fluent in Tagalog and English
- Awards: Best Sound and Best Trailer, Makata Indie Film Festival 2017
- Portfolio: [introducing.filmwirestudios.com](https://www.introducing.filmwirestudios.com) Password: ThisIsFilmwire