

# HERNAN SPIVAK

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## DIRECTOR OF MULTIMEDIA OPERATIONS

*Strategic Media Planning-Audiovisual Production Operations – Market Research & Corporate  
Multimedia Communications*

Highly accomplished, experienced, Executive Multimedia Specialist, Emmy Award winner with 20 years of professional work experience in all aspects of video, television, film production, multi-channel web based technology, animation and graphic design, software development and training, strategic marketing, advertising campaign planning, product research and development, information systems and technology, business operations management.

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## PROFESSIONAL EXPERIENCE

**December 2006 – October 2017**

### **Lennar corporation**

Lennar Corporation is the second largest homebuilder in the nation, provider of financial services. Its homebuilding operations include the construction and sale of single-family attached and detached homes.

Director of multimedia productions. Managing the entire video production department from concept to execution. Creating weekly corporate videos distributed in the intranet of the company and several marketing videos for internal and external use as well as several digital content for social media. Introduced ways to enhance communications using information systems technology solutions, internet and intranet focused.

2012 Emmy Award Nominee “Tackling Cancer with the Miami Dolphins”

- Created script, produced and directed a documentary to create awareness and to promote the Miami Dolphins Foundation efforts.

### **References:**

Kay Howard, Chief Marketing and Communications Officer at Lennar  
[kay.howard@lennar.com](mailto:kay.howard@lennar.com)

Bruce Gross, Chief Financial Officer at Lennar  
[bruce.gross@lennar.com](mailto:bruce.gross@lennar.com)

Darin Mc Murray, Division President at Lennar  
[darin.mcmurray@lennar.com](mailto:darin.mcmurray@lennar.com)

### **AMAZON.**

The largest online retailer of the world.

Director, General Producer and editor

- Directed and edited a series of commercials for their partnership with Lennar’s home automation.

## **June 2002 – December 2006**

### **Telemundo NBC UNIVERSAL, USA (Perfect Image inc.)**

The world's leader in media and development companies specializes in the development, production, and marketing of entertainment, news, and information.

#### Executive Producer, Senior Editor, & 2003 Emmy Award Winner

2003 Emmy Award Winning documentary “Manu Chao Special”

- Created script, built sets, graphic design, animation, produced and directed production all under budget, provided all audiovisual services, managed promotions and advertising concepts for production

#### Executive Director and Post Producer

Documentary “Juanes, su sangre”

- Organized script, scheduling, audiovisual needs, content structure using latest technological equipment to edit film

#### Director and General Producer

Television show “The Roof”

- Produced, directed, and filmed weekly television show later aired on UPN Networks in the U.S., manages staff and crew for episode production, created both underscore and scene musical compositions, managed lighting equipment, and general oversight of production staff and crew

## **November 2001 – June 2002**

### **Promofilm Globo Media Buenos Aires, Argentina & Madrid, Spain**

A leading entertainment company producing over 3500 hours of programming per year for broadcasting and cable around the world.

#### Director of Post Production

Television show “Protagonistas de Novela”

- Directed one hour daily reality show, created opening graphics and design Implemented new editing techniques used to increase speed and efficiency of post production efforts
- Managed staff and trained interns on basic AVID editing skills

#### Senior Scriptwriter

Documentary series “Culpables”

- Wrote scripts and organized process for the 12 episode series about prison, produced and edited series, consulted with additional outsourced production companies to create consistent theme and content for follow up documentaries on subject
- Interviewed potential prison inmates and prison staff for research purposes and documentary documentation

## **May 1993 - November 2001**

Since May 1993 providing professional Multimedia Services, using the latest technology, specialized audiovisual production, strategic campaign development, corporate media initiatives. Include but are not limited to Amazon, Johnson & Johnson, Citigroup, Coca Cola, Procter & Gamble, Telemundo, MTV Viacom, Promofilm Global Media, Western Union, Lennar Corporation.

## **PROCTER & GAMBLE**

One of the largest and strongest portfolios of trusted brands, including Pampers, Tide, Ariel, Always, Pantene, Bounty, Folgers, Pringles, Charmin and Downy.

### Executive Director of Audiovisual Production

- Developed and implemented long term corporate marketing strategy for the launch of toiletry products
- Directed and produced corporate video highlighting female hair and grooming products.

## **JOHNSON & JOHNSON**

The world's most comprehensive and broadly based manufacturer of health care products as well as a provider of related services, for the consumer, pharmaceutical, and medical devices and diagnostics markets.

### Director of Commercial Marketing Promotions

- Produced and edited a series of television commercial for Johnson & Johnson Baby Shampoo products
- Directed and produced television spots for optical products such as Acuvue colored contact lenses and eye drops
- Created various animated graphics for website promotional campaign
- Managed and executed corporate e-marketing campaign

## **PEPSICO**

The company consists of Frito-Lay North America, PepsiCo Beverages North America, PepsiCo International and Quaker Foods North America. PepsiCo brands are available in nearly 200 countries and territories and generate sales at the retail level of about \$85 billion.

### Director of Multimedia Production

- Directed and produced television and print advertisements for PepsiCo's Cheetos brand product
- Created multimedia marketing strategy for Frito-Lay television commercials
- Collaborated with upper management on layout and design for print media advertisements

## **COLGATE-PALMOLIVE**

Colgate focuses on four core businesses: Oral Care, Personal Care, Home Care and Pet Nutrition. Colgate now sells its products in 222 countries and territories worldwide with sales surpassing \$10 billion.

### Director of Multimedia Campaign

- Organized and created campaign concept for toothpaste products under research and development trials video director and general producer.
- Produced corporate video used for communications development training program.

### **Education:**

ASC (The American society of cinematographer)  
**Cinematography & photography**

ORT Argentina

**Associate Degree:** Director in mass media.

ORT technical institute.

**Bachelor Degree:** General producer in mass media.

### **Skills and Areas of Expertise:**

NON-LINEAR EDITING & POST PRODUCTION

- Final Cut X
- Adobe Premiere CC

ANIMATION & GRAPHIC DESIGN

- Adobe After Effects CC