

JULIAN RESTREPO

Multimedia Producer | Director | Content Creator

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Creative producer, director, and content creator with 13+ years of experience transforming ideas into engaging visual stories across commercial, branded, corporate, and digital communications. Experienced leading projects from concept through final delivery while collaborating with cross-functional teams to translate complex messages into clear, compelling content. Curious about how AI can enhance storytelling, accelerate production, and help teams communicate more effectively.

Core Expertise

- Visual Storytelling
- Script Writing & Storyboarding
- Video Production & Editing
- Creative Production
- Executive & Brand Communications
- Cross-Functional Collaboration
- AI-Powered Creative Workflows
- Digital & Social Content
- Creative Strategy & Ideation
- Color Correction & Finishing
- Project & Workflow Management

AI Workflows & Tools

- ChatGPT (Ideation, Writing, Scripting)
- Gemini (Research, Documentation)
- Figma Weave (Creative Workflows)
- Higgsfield AI (Video Generation)
- Runway (Video Generation)
- Luma AI (Previsualization)
- Midjourney (Concept Development)
- ElevenLabs (Voice Generation)
- Adobe Firefly (Image Generation)

Work Experience

05/2013 - CURRENT

JULIAN R. PHOTOGRAPHY

Owner | Creative Producer | Director | Content Creator

- Create video and photography content from concept through final delivery for commercial, branded, corporate, and digital communications.
- Direct, film interviews, shoot, edit, color grade, and deliver compelling visual stories.
- Lead productions ranging from solo creator shoots to crews of 100+, balancing creative vision, budgets, timelines, and client collaboration.
- Actively create original YouTube content while continuously refining storytelling, audience engagement, and AI-powered creative workflows.
- Integrate AI into research, ideation, story development, and production workflows to create content more efficiently without compromising quality.

12/2024 - 10/2025

GREAT HEALTHWORKS

Digital Producer | Editor

- Produced video and photography content across 8+ consumer brands for digital campaigns, social media, CTV, and broadcast.
- Planned, filmed, edited, and delivered content while collaborating with marketing, social, and creative teams to communicate brand messages effectively.
- Designed and implemented the company's still imagery workflow, improving production efficiency and brand consistency across multiple brands.
- Introduced workflow improvements and creative best practices that streamlined production and supported faster content delivery.

07/2021 - 12/2024

THE COMMUNITY (PUBLICIS)

Integrated Producer

- Led the production of 6-8 concurrent campaigns across broadcast, digital, social, radio, OOH, and branded content.
- Partnered with creative, strategy, account, and production teams to bring integrated campaigns from concept through final delivery.
- Leveraged my production background to direct, shoot, edit, and produce internal content, social campaigns, and proof-of-concept videos.
- Collaborated with production companies, directors, photographers, editors, and VFX partners to deliver high-quality work on time and on budget.

03/2019 - 07/2021

NEWLINK

Integrated Producer

- Supported end-to-end production of video and digital content across integrated marketing campaigns.
- Collaborated with creative, account, and production teams to deliver engaging content from planning through final delivery.
- Improved production workflows while mentoring interns and junior producers.

Software

- Premiere Pro
- After Effects
- Photoshop
- Illustrator
- DaVinci Resolve
- Capture One Pro
- Asana
- Monday.com
- Basecamp
- Google Workspace
- Microsoft Office

LANGUAGES

- ENGLISH
- SPANISH