

# ANDRÉS YEPES LÓPEZ

## Senior Audiovisual Producer & AI Creative Specialist

Medellín, Colombia

[contact.me@anyelostyle.com](mailto:contact.me@anyelostyle.com)

<https://www.linkedin.com/in/andr%C3%A9s-yepes-a667413b2/>

## Professional Summary

Professional bilingual (ES|EN) Audiovisual Producer with over 17 years of experience transforming complex concepts into high-impact visual narratives. Expert in the **Adobe Creative Suite** (Premiere, After Effects, Photoshop) and a pioneer in integrating **Generative AI** workflows to optimize production and elevate aesthetic standards. Proven track record collaborating with global music icons, financial sector leaders, and major retail brands. Detail-oriented, creative, and strategically minded toward brand growth through innovative content.

## Experience

### Senior Multimedia Producer & AI Implementation Specialist — Full-time — Remote iFundTraders LLC 2020 to Present

- Lead the visual narrative and comprehensive multimedia production for one of the world's largest trading communities.
- Oversee the end-to-end production pipeline, merging decades of cinematic experience with modern AI-driven workflows.
- Execute strategic audiovisual projects directly for founder **Oliver Velez**, translating his vision into high-impact, emotionally resonant visual stories.
- Implement generative AI tools to optimize post-production, visual effects (VFX), and photography, reducing turnaround times while maintaining premium quality.
- Ensure visual consistency and corporate identity across all educational and marketing assets for global platforms.

### Senior Music Video Producer & Digital Content Strategist — Freelance Maluma, Nicky Jam, Farruko, Feid, Kevin Roldan, Plan B, F4ST, and others 2008 to Present

- Spearhead high-impact visual content for a roster of global A-list artists and independent talent.
- Produce and edit official music videos and videolyrics with a focus on innovative aesthetics and rhythmic precision.
- Capture and edit exclusive Behind-the-Scenes (BTS) content to humanize artist brands and maximize social media engagement.
- Design high-impact graphic assets and visual identities for single releases and international tour promotions.

- Contribute to projects that have achieved millions of streams on Spotify and viral status on YouTube and digital platforms.

**Marketing Director & Senior Creative Lead** — Full-time — Hybrid  
**PERU MIX 2016 to 2023**

- Led the comprehensive visual communication strategy for both digital platforms and the chain's physical retail locations.
- Created high-end Digital Signage systems and dynamic in-store content that significantly enhanced the guest experience and increased foot traffic.
- Executed 360° visual marketing campaigns aligned with commercial objectives, bridging graphic design and cinematic video production.
- Managed the brand's visual essence and gastronomic identity across all touchpoints, from physical menus to social media.

**Skills & Tools**

- **Software Mastery:** Adobe Premiere Pro, Adobe After Effects, Adobe Photoshop.
- **Technological Innovation:** Generative AI Workflows, Sound Design, Pipeline Optimization.
- **Production & Strategy:** Creative Direction, Scriptwriting, Multimedia Asset Management, Digital Signage.
- **Languages:** Effective communication in Spanish (Native) and English (Professional level for technical environments).