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Mérida, Yucatán, Mexico

Alejandro Azarcoya

Multimedia Producer & Digital Marketing Specialist

Multimedia producer and digital marketer with 8+ years creating content for brands, real estate developments and personal brands. I combine the creative side (scripting, shooting, editing and motion graphics) with the strategic side (paid ads on Meta, TikTok and Google, and reading the results), so what I produce is built to sell, not just to look good. Communications graduate from UADY, currently pursuing a Master's in Digital Marketing.

KEY RESULTS

$55K+ USD
managed in ad spend on Meta, TikTok and Google

150K
organic views on a single reel

100K+
followers gained with no paid ads

500K
views and 4,000 hours on YouTube: channel monetized

+$4K USD
a month in added profit for one client

Seat won
digital campaign for a circuit judge candidate

EXPERIENCE

Video Producer · CMPS

JUN 2025 - PRESENT · MÉRIDA, MEXICO

- Write persuasive scripts and produce conversion-focused video for Meta Ads campaigns.
- Lead video production for the commercial launch of real estate developments.
- Handle art direction and content for international recreational vehicle brands operating in the Yucatán Peninsula.
- Design brand identities for real estate agencies and emerging companies.
- On location: cinematography, staging and on-camera talent coaching.
- Plan performance strategies on Meta Ads and coordinate with other teams to hit goals.

Case study: Master Gera

- Directed and produced a pre-recorded course of 8+ hours and moved it to a dedicated digital product platform.
- Designed and ran the performance ad strategy that grew his personal brand.
- Result: measurable growth in course sales and a leading voice in Yucatán's real estate sector.

Content Producer & Graphic Designer · ComonSensAgency

APR 2024 - MAY 2025 · MÉRIDA, MEXICO

- Shot and edited short-form content for Meta, TikTok and YouTube Shorts, built for retention.
- Developed branding and visual systems for each client's digital presence.
- Produced podcasts end to end, including sound design.

Achievements

- Led video production for the digital campaign of Michel Wabi, circuit judge candidate in Yucatán, who won the seat.
- Produced and launched 15 podcast episodes for NATICUM at a pace of 3 per week.

EDUCATION

Master's in Digital Marketing
Universidad Autónoma de Yucatán
AUG 2026 - IN PROGRESS

B.A. in Communications
Universidad Autónoma de Yucatán
COMPLETED 2022

TOOLS

Premiere Pro · DaVinci Resolve · After Effects · Photoshop · Illustrator · Meta Business Suite · Meta Ads · TikTok Ads · Google Ads

SKILLS

- Video editing and post-production
- Reels, TikTok and YouTube Shorts
- Scripting for paid ads
- Motion graphics
- Cinematography and art direction
- Content strategy
- Paid ads on Meta, TikTok and Google
- Branding and visual identity
- Podcast production
- Project management

Alejandro Azarcoya *CV*

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EXPERIENCE

Photographer & Videographer · Máxima Studio

DEC 2022 - FEB 2024 · MEXICO CITY

- Product photography with retouching and digital processing.
- High-retention short-form video.
- Monthly content calendar planning.

Institutional Graphic Designer & Community Manager · Mérida Passport Office

FEB 2022 - DEC 2022 · MÉRIDA, MEXICO

- Institutional materials and signage following brand guidelines.
- Video campaigns for promotion and public relations.

Graphic Designer & Community Manager · Telesur Yucatán

JAN 2021 - NOV 2021 · MÉRIDA, MEXICO

- Visual identity and content curation for digital media.
- Article writing and publishing management.

INDEPENDENT WORK

Digital Marketing & Video Production · Freelance

2018 - PRESENT · MÉRIDA AND REMOTE

- Content, paid ads and branding for 20+ brands and personal brands: real estate, education, health, beauty, powersports and food.
- End-to-end projects: strategy, scripting, shooting, editing, publishing and measurement.

PORTFOLIO

See my work *in full*

100+ pieces of video, design, branding and visualization: reels, campaigns, launches and personal brands.

portfolio.azarcoya.com.mx ↗

