



CONTACT

Tijuana, B.C., Mexico
+52 664 374 9452
holafilmmacha@gmail.com
youtube.com/@filmacha1

GENERATIVE AI

Claude · Kling · Nano Banana

Master's in AI for video, photography & design
(2026)

SOFTWARE & HARDWARE

Advanced
Premiere / Final Cut · After Effects ·
Lightroom · Tricaster · ATEM · OBS

Intermediate
Photoshop · Illustrator

TECHNICAL PRODUCTION

- Photo & video cameras
- Photo & video editing
- Audio equipment
- Lighting

MARKETING & SALES

- Sales strategy
 - KPIs & analytics
 - CRM & funnels
 - Digital marketing
- Zoho · Trello · Monday · Google Analytics

EDUCATION

Master's in AI for video, photo & design
2026

Diploma, Video & Photography Business Management
2025 – 2026

B.A. in Audiovisual Media
UABC, 2012

Cine Gear Expo, Los Angeles
Lighting course at Paramount Pictures, 2013

Acting direction with Luis Mandoky
Mexico City, 2016

LANGUAGES

Spanish Native
English
Speaking
Writing

Ideas people see, hear and buy.

Héctor Omar Rico Lara

Creative Director · Marketing · AI Content

Filmmaker · Sales & content strategy · Tijuana, Mexico

PROFILE

Creative director and filmmaker with 15+ years building brands, channels and content across TV, web and podcast. I lead teams of 50+ people and connect concept, technical production and sales strategy, with hands-on KPI, CRM, funnel and digital marketing skills. Today I weave generative AI (Claude, Kling, Nano Banana) through the entire creative workflow to deliver faster, with a distinct identity and measurable results.

SELECTED EXPERIENCE

- **Director · Filmacha, own production company**
2019 – present
Concept, production and post-production of branded content and audiovisual projects for artists and companies.
- **Executive producer & camera director · Podcast “Los Reyes App”**
2024 – 2026
End-to-end podcast production and camera direction.
- **Creative director & content creator · Caralbo**
2022 – 2024
Embroidery machine company. Produced all of its audiovisual content as creative director.
- **Creative director & audiovisual designer · Agos Casa Productora**
2020 – 2021
Creative direction and design of the audiovisual department; also designed the Pico Tres recording studio (2021).
- **Creative director & executive producer · Síntesis TV, Baja California**
2014 – 2020
100+ commercials, a full channel rebrand, TV shows and institutional promos. Designed the infrastructure and technology of the new building.
- **Creative director & filmmaker · Luis Coronel · Fenomeno Studios**
2015 – 2018
Reality show, web series, music videos, tours and multicam live streams; content for 8 vloggers; productions for Univision and Estrella TV.
- **Filmmaker & writer · “Food Trips”**
2018
12-episode series on culinary and urban tourism in Baja California.
- **Sound department · Series “Coyote”**
2019 – 2021
Sound utility on the series, a co-production distributed by Paramount (7 episodes).

ADDITIONAL BACKGROUND

Clients & institutions: Universidad Iberoamericana, PJGE, CRIT BC, Tijuana City Hall, Univision, Estrella TV. **Film & TV:** directed short films, TV series and documentaries, including Discovery Channel (Plane Crash) as 2nd assistant director. **Portfolio:** youtube.com/@filmacha1