



CONTACT

Tijuana, B.C., Mexico
+52 664 374 9452
holafilmacha@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

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.

15+

years of
experience

100+

commercials &
channel promos

50+

people on teams
I have led

WHAT I DO

Creative direction

Concept, brand identity, set design and project direction for TV, web and artists.

Marketing & sales

Sales strategy, KPIs and analytics, CRM, funnels and digital marketing.

Technical production

Photo and video cameras, editing, audio and lighting; camera direction and live production (Tricaster, ATEM, OBS).

Generative AI

Creative workflows with Claude, Kling and Nano Banana. Master's in AI for video, photography & design (2026).

WORK PROFILE & LIFE SKILLS

Quick learner and fast problem solver, able to add value on top of every new skill. Proactive and organized, with leadership experience and a good working relationship with creative teams. Experience in film, television, web video and podcast production; creative project development, set design, identity design and concept development. Trained and comfortable with cinema equipment, audio and lighting.

Director · Cinematographer · Creative director · Writer · Editor · Animation · Sound utility ·
Production assistant · AI specialist (Claude, Kling, Nano Banana) · Data management

BRANDS & PROJECTS

Síntesis TV

Univision

Estrella TV

Discovery Channel

"Coyote" · Paramount

Televisa

TV Azteca

Cablemás

Nortec Collective

Luis Coronel

Caralbo

UABC

Universidad Iberoamericana

Tijuana City Hall

CRIT BC

PJGE

EDUCATION HIGHLIGHTS

2026 Master's in AI for video, photography & design
2025–26 Diploma in Video & Photography Business Management
2012 B.A. in Audiovisual Media, UABC

01

Recent career

2019 – present · most recent to oldest

- 2019 – present ● **Director · Filmacha, own production company**
Concept, production and post-production of branded content and audiovisual projects for artists and companies.
- 2024 – 2026 ● **Executive producer & camera director · Podcast “Los Reyes App”**
End-to-end podcast production and camera direction.
- 2022 – 2024 ● **Creative director & content creator · Caralbo**
Embroidery machine company. Produced all of its audiovisual content as creative director.
- 2021 ● **Recording studio designer · Pico Tres**
Design of the recording studio.
- 2020 – 2021 ● **Creative director & audiovisual designer · Agos Casa Productora**
Creative direction and design of the audiovisual department.
- 2019 – 2021 ● **Sound department · Series “Coyote”**
Sound utility on the series, a co-production distributed by Paramount (7 episodes).

02

Television

Channels, shows, pilots and commercials

- 2017 – 2020 ● **Executive producer · Síntesis TV**
Executive production for the TV channel.
- 2018 ● **Director & writer · “Food Trips”**
First season: 12 episodes of 25 min on culinary and urban tourism in Baja California.
- **Infrastructure designer · Síntesis TV new building**
Designed the infrastructure of the channel's new building and the technology it still uses today.
- 2014 ● **Creative director, writer & filmmaker · Síntesis TV, Baja California**
100+ commercials, a full channel rebrand, TV shows and institutional promos. stmedia.net
- **Director · Universidad Iberoamericana**
TV commercial, 20-second spot.
- **Director · PJGE**
2 TV spots for the new criminal justice system.
- **Director · Tijuana City Hall**
Anniversary video for the founding of Tijuana.
- **Director · CRIT BC**
2 spots.
- 2013 ● **Live graphics operator · Síntesis TV**
Live graphics at the channel's master control; Globe Caster and Tricaster operator.
- 2012 ● **2nd assistant director · Documentary “Plane Crash” · Discovery Channel**
Dragonfly Productions (London), shot in the La Salada desert, Mexicali.
- 2011 ● **Director · TV show “Calle por Calle”**
First season, 8 episodes.
- Mar – May 2008 ● **Director & writer · Pilot of the reality show “Nostika TV”**
Produced in San Diego, CA, USA.

- **Associate producer** · Pilot "La PunzaDa Tj" · TV Azteca Tijuana
Together with Daniel Vázquez and Jorge Ríos.
- 2007 – 2008 ● **Director** · "La PunzaDa TV"
2 seasons of a weekly 1-hour show on Cablemás channel 54 (Tijuana, Ensenada, Rosarito and Tecate).
- Jun – Dec 2006 ● **Commercial inserter** · Channel 57 (2) · Televisa
Insertion of regional commercials in Tijuana, B.C. (channel 12).

03 Web, music & digital content

Web series, live streams, music videos and social media

- 2015 – 2018 ● **Creative director** · Luis Coronel
Creative direction for the artist.
- 2016 – 2017 ● **Director** · Empire Productions Inc
Audiovisual production.
- 2016 – 2017 ● **Photo & video** · Luis Coronel tour
Photo and video coverage of the tour.
- 2016 – 2017 ● **Director** · Luis Coronel tour documentary
Documentary video about the tour.
- 2016 – 2017 ● **Content creator** · tuvisioncanal.com
Content about Luis Coronel.
- 2016 – 2017 ● **Social media content creator** · Luis Coronel
Content on the artist's activities.
- 2016 – 2017 ● **Director** · Empire Boxing
Commercials, bio-videos, video intros, documentary and photography.
- 2016 – 2017 ● **Post-production** · "Beauty by Empire"
Beauty vlog.
- 2016 – 2017 ● **Post-production** · "Empire Kids TV"
- 2016 ● **Director** · Web series "Marcos el Espectacular Marcos" · Univision
First season.
- 2016 ● **Director** · Music video "Me atraparon como el Chapo" · Univision
- 2016 ● **Director** · Web show "Fenómeno Sessions"
Featuring artists such as HA-ASH, El Dasa, Luis Coronel, Gerardo Ortiz and Kevin Ortiz.
- 2016 ● **Director** · Web series "Luis Coronel recap videos"
- 2016 ● **Director** · Cover video "Love Yourself" · Luis Coronel
- 2016 ● **Director** · Cover video "24hrs" · NAYI
- 2016 ● **Director** · Video intro · Adriel Favela
- 2016 ● **Director** · Behind the scenes of "Transparente" · Jonatan Sánchez
- 2015 ● **Director** · Fenomeno Studios
Web content for 8 vloggers.
- 2015 ● **Director** · Fenomeno Studios
Reality show for singer Luis Coronel.
- 2015 ● **Director** · Fenomeno Studios
Multicam live streams: "Fiestas patrias" and "Noches de box".

- 2015 ● **Sketch director** · Pilot with Consuelo Duval · Estrella TV
- 2015 ● **Director** · Premios de la Radio 2015 · Estrella TV
Backstage and multicam live stream.
- 2015 ● **Technical director (TD)** · Premios de la Radio 2015 · Estrella TV
Nominations show.

04 Film & audiovisual production

Short films, features, documentaries and music videos

- 2017 ● **Director** · Cineminute "How do you do that"
With Luis and Bebe Coronel.
- 2016 ● **Director** · Short film "Sad Border"
- 2014 ● **Director** · Music video "La City" · Nortec Collective (Hiperboreal)
- 2014 ● **Director** · Síntesis TV
10 cineminutes for the channel.
- Oct 2012 ● **1st camera assistant** · Teaser "Vive" · "Quiero hacer una película" project
With DP Ernesto Lomelí, RED Epic crew; directed by Emiliano Castro.
- Oct 2012 ● **Assistant director & producer** · Documentary "Un puño de tierra" · CUEC
Directed by Betzabé García, shot in San Marcos, Sinaloa, Mexico.
- **Camera assistant** · Feature film "Levantamueertos"
Directed by Miguel Núñez.
- **Pre-production scouting** · New feature film by Emilio Portes
- **Director, writer & cinematographer** · Comedy short film "Como Cucapá"
In post-production in 4K (RED One).
- **Director & writer** · Stop-motion animated short "Maneras migratorias"
- 2011 ● **Director & writer** · Short film "Causa perdida"
Mexicali.
- 2011 ● **Writer** · Short films "¡Qué chistosa tan vida!" and "Lo guardo"
- 2011 ● **1st assistant cinematographer** · Short film "El portero"
Directed by Jorge Martínez (RED One).
- **Co-director** · Documentary on the bighorn sheep aerial census · UABC
- 2009 – 2011 ● **Camera operator** · 3 anniversary videos · UABC
- 2010 ● **1st assistant cinematographer** · Short film "Alcurnia 13:30"
Directed by Jorge Martínez (RED One).
- 2010 ● **2nd assistant cinematographer** · Medium-length film "Más fría que la noche"
Directed by Sergio Ortiz (RED One).
- **Special effects** · Feature film
Artificial rain.
- **Camera & production assistant** · Music video for Los 4 de Durango (norteño)
- **300 kg crane operator** · Short film on water conservation
For the World Water Forum.
- **Assistant (3 months)** · Filmmaker Gastón Hurtado
Morelia, Michoacán.

- **Cinematographer** · Short film “Siempre estaré a tu lado”
Instituto Cultural del Norte.
- **Director** · Short film “El Suspenso”
Instituto Cultural del Norte.

05 Education

Degrees, diplomas and courses

- 2026 ● **Master’s in AI for video, photography & design**
- 2025 – 2026 ● **Diploma in Video & Photography Business Management**
- 2012 ● **B.A. in Audiovisual Media** · Universidad Autónoma de Baja California (UABC)
School of Arts.

COURSES, WORKSHOPS & DIPLOMAS

- Jan 2016 ● **Acting direction course with Luis Mandoky** · Mexico City
- 2013 ● **Lighting course** · Cine Gear Expo · Paramount Pictures, Los Angeles, CA
- Oct 2012 ● **Taught a basic cinematography course** · Kaunaz Workshops, Ensenada, B.C.
Part of the Advanced Filmmaking Course led by director Emiliano Castro.
- **RED ONE camera course** · American Society of Cinematographers (ASC)
- **Coordinator, DOCS DF documentary film festival** · Mexicali venue
- **Scholarship recipient** · First Ibero-American meeting of screenwriters, Mexico City
- **General RED ONE and Canon 7D course** · Castro Studio
- Jan & Mar 2008 ● **Professional Adobe CS3 Production Suite course** · Mexico City
80 hours.
- **Video editing diploma in Adobe Premiere** · CECBC
- 2003 ● **Cinematography** · Los Talleres de Coyoacán
With Mario Luna.
- 2002 – 2003 ● **Film appreciation seminar** · Centro de Capacitación Cinematográfica (CCC)
- 2001 ● **Diploma in Filmmaking** · Instituto Cultural del Norte