

GABRIEL SILVA



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MANTRA

"Start doing what's necessary; then do what's possible; and suddenly you are doing the impossible."

SKILLS

Swiss Army knife that can juggle multiple projects, big or small.

Tri-lingual. (Able to tell you when someone's talking bad about you in Spanish, Italian, or English.)

Can smile through any challenge.

EXPERIENCE

CREATIVE SENIOR BROADCAST AND CONTENT PRODUCER / TRG

2004-2022

- Driven producer with 20 years experience in broadcast advertising, social and digital media.
- Hands-on creative production skills including bidding, budgeting, talent negotiation, managing shoots, line production, editorial and post-production.
- Proven ability to define and execute a project calendar and deliver assignments on-budget.
- Experienced in budgeting and scheduling, vendor contract negotiation, and facilitating national and overseas productions.
- Demonstrated history of working in the General and Hispanic marketing and advertising industry.

FREELANCE PRODUCER

2002-2004

Worked with multiple General Market and Hispanic Ad Agencies during this time, providing production, transcreation and copywriting services.

EDUCATION

INDUSTRIAL ENGINEERING

IPN

Yes, I'm an engineer! Luckily, all the tools learned have helped me to make each production a well-oiled efficient logistic machine.

BRANDS I'VE BEEN LUCKY TO WORK ON

Home Depot, RAM, Chrysler, Fiat, Jeep, Dr.Pepper, HEB, Firehouse Subs, Orkin, Salvation Army, Tire Rack, TXU, Reliant, Comcast, Nature Sweet, Bahama Breeze, Shavelogic, Driscoll Hospital, Zales, Boston Market, Chactaw Casinos, Colmet, Key Bank, Metro PCS, Michaels, Patron, PODS, Southern Company, Value City Furniture, Honey Baked Ham, Chuck E. Cheese, Dallas Morning News, Florida Department of Citrus, Golden Corral, Game Stop, Greyhound, Motel 6, Preston, FRAM, Shamrock Farms, SMU, Sub Zero, and many more.