

JOSE “MANNY” MAYORQUIN

Producer • Editor • Content Strategist

Long-Form & Unscripted | Brand & Corporate Content | 20+ Years Disney/ABC | AI-Enabled Production

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PROFILE

Emmy-winning producer with 20+ years at Disney/ABC. A single hire who can produce, direct, edit, and write a project end to end, with several hundred hours delivered on schedule and on budget for ABC stations, Disney, FX, Nat Geo, and Hulu, spanning Academy Awards live specials to short-form social. Built branded integration campaigns for major brands that served sponsor goals without breaking editorial trust. An M.A. in Journalism & Emerging Media added AR and immersive training on top of that foundation, and an AI production stack compressing turnaround on all phases of production. Ready for brand work built on generative AI, virtual production, and immersive activations. Bilingual (English/Spanish).

WHAT I DELIVER

- **Produce** — Long-form & unscripted content, corporate and brand films, campaign and social media, live events, docs and specials. Budgets, schedules, crews, vendors, clients.
- **Edit** — Premiere Pro and Avid. Long-form assembly, promos and spots, sizzles, social cutdowns and platform variants, finishing and delivery specs.
- **Direct** — Field and studio: talent, crews, and multi-camera live coverage under hard air-date deadlines.
- **Write** — Scripts, VO, treatments, pitch decks, and copy.
- **AI-Enabled Production** — AI-assisted scripting, research, asset variants, clones, and post acceleration, built into real pipelines with editorial standards intact.

SELECTED BRAND & CLIENT WORK

- **Toyota • Foot Locker • Mercedes-Benz** — Branded integration campaigns fusing sponsor goals with editorial storytelling; generated renewed advertiser investment.
- **Disney • FX • National Geographic • Hulu • Localish** — Synergy and digital-first campaign content driving tune-in and streaming.
- **The Academy Awards • Emmys • American Music Awards** — Live red carpet pre/post-show coverage.

PROFESSIONAL EXPERIENCE

Senior Producer, Content Development & Marketing

Jul 2019 – Dec 2024

Disney Entertainment (ABC7 / KABC-TV) • Glendale, CA

- Produced several hundred hours of long-form programming across ABC-owned stations, Localish, Hulu, and live specials including Academy Awards red carpet — on schedule and on budget, serving as producer, writer, and editor as scope required.
- Generated renewed advertiser investment with branded integration campaigns for Toyota and Mercedes-Benz that fused sponsor goals with editorial storytelling.
- Drove tune-in and streaming for Disney, FX, National Geographic, and Hulu titles by developing, writing, and editing synergy content across broadcast and digital.

Freelance Content Producer & AI Production Strategist

Dec 2024 – Present

Independent • Los Angeles, CA

- Produce refreshed brand content and social campaigns for small-business and professional-services clients, running concept, script, shoot, and edit as a one-person crew.
- Build AI-assisted production workflows (Claude Cowork, Higgsfield AI, MCPs, AI agents) that compress drafting, research, and asset-variant work without sacrificing quality.

Producer, Programming

Jul 2009 – Jul 2019

KABC-TV / ABC7 Los Angeles • Glendale, CA

- Won 5 Emmy Awards producing lifestyle and public-affairs programming (Eye on L.A., Vista L.A.)
- Produced and edited packages and promos, and directed talent for live Academy Awards, Country Music Awards, and American Music Awards coverage under hard air-date deadlines
- Led adoption of new editing software and workflows.

Public Affairs & Communications Administrator

Jul 2002 – Jul 2009

KABC-TV / ABC7 Los Angeles • Glendale, CA

- Managed communications among executives, community leaders, and Disney corporate teams; secured sponsorships, PSA production, and media coverage for station campaigns.

SOFTWARE & AI PRODUCTION STACK

- **Post & Delivery:** Adobe Premiere Pro • Avid Media Composer • After Effects • Photoshop • Audition • Frame.io
- **AI Production:** Claude / Claude Cowork • Higgsfield AI • MCPs & AI agent workflows • True Anthem (AI-driven social publishing)
- **Workflow & Collaboration:** Notion • Airtable • Slack • Microsoft Office • CMS platforms for web and digital publishing

EDUCATION

M.A., Journalism & Emerging Media (XR, AI), Arizona State University

2023

B.A., Economics, University of California, Berkeley

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