Joshua Raul Gandara

Joshuargandara@gmail.com | (737)424-3563 | 6908 Thistle Hill Way, Austin, TX 78754
Portfolio: www.joshuagandara.com

Creative Producer with **11+ years of experience** writing, directing, shooting, and editing video. I lead projects from concept to final delivery for commercial, nonprofit, education, and public sector clients. I also design the brand identities and motion graphics around the work. Experienced in leading crews, managing clients, and delivering high production quality at every stage.

Key Skills

- **Video Production:** Producing and Directing, Scriptwriting, Storyboarding, Shot Lists and Production Planning, Studio Production, Location Production
- **Post Production:** Video Editing, Motion Graphics, VFX Compositing, Color Correction, Media Formatting and Distribution
- **Design:** Brand Identity, Graphic Design, Campaign Graphics
- **Camera and Production Equipment:** Digital Cinema Cameras, Lighting Setup and Design, Audio Recording and Microphone Setup, Media and Production Equipment Operation
- **Photography:** Event Photography, Environmental Portraits, Image Editing and Preparation
- **Production Management:** Pre Production Coordination, Crew Coordination, Production Scheduling, Project Management, Client and Stakeholder Collaboration
- **Software:** Adobe Premiere Pro, Adobe After Effects, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, DaVinci Resolve, Frame.io, Blender, OBS

Professional Experience

Cromatica LLC
Co-Owner, Creative Director & Producer (2015 - Present)

- Lead creative direction for all video and branding projects across commercial, nonprofit, and digital campaigns
- Direct and produce content including commercials, documentaries, branded content, and social media campaigns
- Translate client goals into clear creative vision, ensuring storytelling aligns with brand identity and audience
- Manage full production lifecycle from concept, scripting, and storyboarding through filming and post production
- Lead crews and creative teams on set, ensuring efficient execution and high production quality
- Oversee client relationships, approvals, and delivery of final assets

Impact

- Delivered hundreds of video projects across multiple industries
- Built long term client relationships through consistent creative execution
- Helped organizations strengthen brand presence through video storytelling

Harmony Public Schools - Austin, TX
Digital Media Teacher & Content Producer (2018 - Present)

- Produced video and marketing content for campaigns, events, and outreach initiatives
- Directed student led media productions, reinforcing real world production workflows
- Created branded content supporting enrollment and community engagement efforts

Aliento Divino Church - Austin, TX
Creative & Media Director (2018 - Present)

- Lead creative direction for all church media, managing volunteer teams of 5 to 10
- Direct multi-camera live productions for weekly services and events

Iglesia Dios es Bueno - El Paso, TX
Creative & Media Director (2015 - 2018)

- Built the church media ministry and trained volunteer crews
- Produced weekly live services and event videos

Selected Projects

Branding & Campaigns

- *Harmony Public Schools Enrollment Campaigns* (2024): Produced and directed commercials, boosting school enrollment and brand visibility.
- *The Harmony Project* (2021): Directed and branded digital campaigns for educational outreach.
- *Dr. Jason Black* (2024): Brand Revitalization and Website Redesign

Commercial Work

- *Tools for Trauma Commercial* (2023): Directed a commercial for Austin Presbyterian Theological Seminary, focusing on the organization's support programs for trauma recovery.
- *School Threats are No Joke* (2024): Wrote, produced, and directed a PSA for the 34th Judicial District Attorney's Office in El Paso, promoting awareness about school safety.
- *Residents Program Commercial* (2023): Shot a commercial for Project Vida, focusing on local community support programs and resident engagement.

Education & Certifications

- **Bachelor of Liberal Arts** - University of Texas at El Paso (2015)
- **Adobe CC Certified -** Premiere Pro, Photoshop, Illustrator, After Effects