

Ian Franco

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Creative Producer | Director

Creative producer and director specializing in storytelling, brand content, and visual strategy. Experienced in developing concepts, directing talent, managing cross-functional teams, and delivering engaging content for social media, web, and festivals.

Experience

Creative Producer & Director

What If Films, Subject Media, Studio71 (Nov 2023 – Present)

- Directed and edited short films featured at Roma Short Film Fest and Fort Smith Film Festival.
- Led production coordination, scheduling, and script supervision for multi-cam educational content.
- Delivered client-ready media across platforms including YouTube, Facebook Watch, and internal LMS.

Camera Specialist

Apple TV, Subject Media, Thunderbird Films (May 2020 – Dec 2023)

- Operated professional digital cinema cameras including Alexa Mini, RED, and Blackmagic systems for narrative and live production environments.
- Supported multi-camera live sessions using Blackmagic Studio setups and ATEM switching systems.
- Collaborated closely with DPs and directors to maintain visual consistency and technical accuracy throughout multi-day productions.

Video Editor & Motion Graphics Artist

Studio71, Leap Year Learning, Interloper Films (Aug 2017 – Nov 2024)

- Edited and finished video content for Facebook Watch and branded web series using Adobe Premiere and DaVinci Resolve.
- Delivered 2D/3D motion graphics packages for documentary films and marketing campaigns.
- Collaborated with directors, producers, and post supervisors to streamline multi-cam workflows and ensure timely delivery.

Education

University of Southern California — *MS in Digital Media Management*

New York Film Academy — *BFA in Filmmaking*

Skills

Creative Direction: Concept Development, Campaign Strategy, Brand Storytelling

Direction: Scriptwriting, Storyboarding, Casting, Talent Direction | Cross-Functional Leadership

Platforms: YouTube, TikTok, Facebook Watch | Visual Communication | Client Presentations