

JOSELO HERNANDEZ

Line Producer | Production Manager
Film Production Services



Contact



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www.joselozurdo.com

Key Experience

I have collaborated with production companies and world-class directors, managing productions for global brands such as Coca-Cola, Delta Airlines, Volkswagen, Airbnb and Microsoft Copilot.

I specialize in budget optimization, contract negotiation and the coordination of multidisciplinary teams, ensuring that every project maintains creative excellence without compromising operational efficiency.

Skills

- Optimization of budgets, cash flows and production audits.
- Production planning, design of critical production schedules and coordination of creative processes.
- Management of contracts for crew, talent, cast and film equipment suppliers.
- On-set/ location team logistics leadership, crisis management and real-time contingency resolution.

Education

Universidad Iberoamericana
Campus Santa Fe, CDMX
Bachelor in Communications
Specialty in Audiovisual media

Valid American Visa

Languages

English Professional

Profile

Line Producer leading productions in advertising, fiction, content, documentaries and virtual production.

Selected Commercials

Jacaranda Films (2026)

Stihl (Photographer: Alex Strohl / Martin Agency) ·
Airbnb (Dir. Jonathan López / for Golden LA) ·
Microsoft Copilot (Dir. Walt Becker / for Marea Productions)

Altered.la (2025)

Honey Bunches Cereal (Dir. Ben Berman / for 34North)

Terciopelo Films (2025)

Toyota · Galletas Emperador (Dir. Dalai Vado)

Gato (2024)

Large-scale campaigns for Shutterstock Studios:
Enfamil (Dir. EJ Mcleavey) · Airborne (Dir. Mark Nicklesburg) ·
Lysol (Dir. Spencer Dennis)

The Roots (2024)

Jack Links (Dir. Keith Schoefield / for Caviar)

Primo Content (2023)

Nu Bank (Dir. Bianca Poletti).

Tantor Films

Powerade (for Caviar)

Commercials & International Productions

The Lift (2021–2022)

Production of pieces for world-class directors:
Delta Airlines, Coca-Cola & Volkswagen (Dir. A.G. Rojas / for Park Pictures) ·
Johnnie Walker (Dir. Tino / for Loveboat) ·
Native (Dir. Malia James / for Imposter) ·
Dre Skates (Dir. Ben Dean / for Doomsday) ·
Instax (Dir. Similar But Different / for Division7) ·
Tequila Patrón (Dir. Elena Parasco) ·
Match (Dir. Vincent Haycock / for Somesuch) ·
Casa Madero · Epura (Dir. Faride Schroeder).

Habitant Productions (2020–2023)

Management of international projects:
Simple Mills (Dir. Fridman Sisters / for Stink) ·
Xfinity Rewards (Dir. Owen Trevor / For Stink) · Lay's (for Stink) ·
Rimowa (for Smuggler) · Osmo · Mercury Insurance (for Picrow) ·
Tequila Patrón · JD Sports · Differin · AFPM · Herbal Essences ·
Northgate Market.

Tonic Films (2015–2019)

Cerveza Estrella Jalisco (for The Mill) · Samsung (for Humble) · Ooma (for MPC) ·
River Island · Brooks (Unit Manager / Three Dial ft. Will.i.am) · YouTube Rewind
2016 México (Tepoztlán).

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Musicals & events

Production for Music Videos:

Ozuna (Dir. Colin Tilley / Motor films); Ironía by Maná, Timidez by Gepe, and Como Así ft. Lali Espósito (Dir. Joaquín Cambre); Oh Child by Robin Schulz; Ananau by Oonagh; Say It Again by Natasha Bedingfield.

Music Festivals:

Logistics and production coordination for Vive Latino (2016 and 2017 editions).

Content & fiction

Hugo Sanchez: The Goal and the Glory (Amazon Prime Video)

Feature-length documentary (Dir. Francisco "Panda" Padilla).

La Octava Clausula (Amazon Prime Video):

Feature-length fiction film (Dir. Koko Stambuck).

Vence a las Estrellas (Televisa-Univision / Game Show)

Production coordination and on-set dynamics (Dir. Julio Hormaeche).

Entre Dos (Short Film)

Production Manager for the short film directed by filmmaker Michel Franco.

Enajmbre music Group Documentary

International logistics and production (Santa Clara, Anaheim & Fullerton, California).