

JOSELO HERNANDEZ

Line Producer & Film Production Services



Profile

Audiovisual Producer with experience leading highly complex productions in Commercial Advertising, Fiction Content, Documentaries, and Virtual Production. Proven operational capacity for projects in both national and international markets, effectively coordinating relationships between agencies, directors, global production companies, and talent. Strong ability to react, negotiate, and optimize budgets without compromising on-screen production value.

Advertising

- Jacaranda Films (2026): Stihl (Photographer: Alex Strohl / Martin Agency), Airbnb (Dir. Jonathan López / Golden LA), Microsoft Copilot (Dir. Walt Becker / Marea Productions)
- Altered.la (2025): Honey Bunches Cereal (Dir. Ben Berman / 34North)
- Terciopelo Films (2025): Hermanas, Toyota, Emperor (Production Manager / Dir. Dalai Vado)
- Gato (2024): High-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 / Caviar)
- Primo Content (2023): Nu Bank (Dir. Bianca Poletti)
- The Lift (2021-2022): Coordination and execution of high-budget projects for world-class directors: Delta Airlines, Coca-Cola, and VW (Dir. A.G. Rojas / Park Pictures); Johnnie Walker (Dir. Tino / Loveboat); Native (Dir. Malia James / Imposter); Dre Skates (Dir. Ben Dean / Doomsday); Instax (Dir. Similar But Different / Division 7); Tequila Patrón (Dir. Elena Parasco); Match (Dir. Vincent Haycock / Somesuch); Casa Madero and Epura.
- Habitant Productions (2020-2023): Management of international projects with demanding logistics: Simple Mills, Infinity Rewards, and Lay's (with Stink); Rimowa (for Smuggler); Osmo and Mercury Insurance (with Picrow); Tequila Patrón, JD Sports, Differin, AFPM, Herbal Essences, and Northgate Market.
- Tonic Films (2015 - 2019): Cerveza Estrella Jalisco (The Mill) • Samsung (Humble) • Ooma (MPC) • River Island • Brooks (Unit Manager / Three Dial ft. Will.i.am) • YouTube Rewind 2016 México (Tepoztlán).

Musicals & events

- Production for Music Videos: Ozuna (Dir. Colin Tilley); 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 Sánchez: The Goal and the Glory (Amazon Prime Video): Feature-length documentary (Dir. Francisco "Panda" Padilla).
- La Octava Cláusula (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 Group Documentary: International logistics and production (Santa Clara, Anaheim & Fullerton, California).

Contact



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Professional Experience

Line Producer / Production Manager
General management of logistics, finance and on-set execution for the most important production companies in Mexico City, collaborating directly with directors and global agencies.

Skills

- Financial Management: Preparation, control, and optimization of complex budgets, cash flow, and production audits.
- Operations and Logistics: Design of critical production schedules and coordination of creative processes.
- Negotiation and Contracting: Management of contracts with crew, talent (cast/celebrities), and film equipment suppliers.
- Team Leadership: Direction of multidisciplinary teams on set, crisis management, and real-time contingency resolution.

Education

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

Passport & American Visa

Languages

English Professional