

EDUARDO JAVIER CASTELLANO ROSALES

HEAD OF AI CREATIVE SYSTEMS & PRODUCTION

- Growth creative
- Performance creative
- High-impact content
- UGC & social ads
- Agentic AI workflows

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Spanish: Native
English: B1 – Writing, Reading, Listening (Speaking: Basic)

VIEW PORTFOLIO ➤

I build and lead **AI-native creative production systems** that turn creative ideas into **high-impact content at scale**: more speed, more variants and conversion-focused creative.

🕒 **3 days** → ⚡ **1.5 days** → ⚡ **~30 min**
– **99% time per piece** (72 h → 0.5 h): from manual to automated and now AI-powered, enabling more iteration and creative testing

Agentic AI workflows
agentic production systems and node-based pipelines with human oversight and guardrails to scale volume without losing quality

Nescafé · Dove · Levi's
brands served in a creator-economy environment, plus production for Sears. Commercial · Social · UGC · Cinematic & more, each format directed to its goal

01 PRODUCTION SYSTEM FOR GROWTH

The systems, knowledge, workflows and production infrastructure that turn intelligence into executable creative production, ready to publish, test and iterate across social and performance channels: Commercial · Social · UGC · Cinematic & more, each format directed to its goal.

Once the production environment is configured, the **AI Production Agent** takes the work from idea to finished creative: faster launches and optimization.



~30 min
per piece, from idea to finished creative: ~ 99% vs. 3 days of manual production

02 EXPERIENCE

Global Media Review Inc. | La Neta / Elevn

AI RESEARCH, CONTENT CREATION & WORKFLOW BUILDER

Worked across AI research, creative production and workflow development for a creator-economy environment serving major brands including Nescafé, Dove and Levi's, focused on commercial, social and UGC content.

PRODUCTION SPEED & SCALE

- Reduced time per piece from 3 days to 1.5 days and now to ~30 min (– 99%): from manual production to automated, AI-powered workflows, enabling a high weekly volume of variants for testing.
- Designed agentic production systems combining audiovisual knowledge, instructions, tools, validation and human oversight to scale volume without losing control.
- Built node-based pipelines connecting generative models, control logic, transformations and quality checks, at a lower cost per piece.

HIGH-IMPACT CONTENT & PERFORMANCE CREATIVE

- Produced commercial, retail, social and UGC creative for Nescafé, Sears and Dove, with CTR- and conversion-focused creative and multiple variants for A/B testing.
- Clients consistently satisfied with extra AI-generated pieces delivered as added value.
- Benchmarked live video, image, audio and multimodal models for quality, consistency, control, speed and commercial viability, to select the stack with the best cost-to-impact ratio.
- Converted production expertise and research findings into structured agent knowledge, specifications and reusable operating logic that speeds up every creative cycle.

BRAND, QUALITY & TEAMS

- Applied human-in-the-loop guardrails, correction and final craft to protect brand fidelity and creative quality at scale.
- Documented reusable production methods so non-technical teams could operate sophisticated AI production workflows and scale content production.

PRODUCTION IN PRACTICE

Nescafé
Brand · Product · Commercial Creative

Sears
Retail · Commercial Creative

Dove
Beauty · UGC · Social Creative

CAMPAIGN IMPACT

- Speed
- Variant volume
- A/B testing
- Formats: Commercial · Social · UGC · Cinematic & more

VIEW PORTFOLIO ➤

03 AI TOOLS + AGENTIC AI

Broad hands-on experience across the AI content production stack: I test platforms in real workflows, compare capabilities, identify limitations and select the right tool for each production and campaign requirement.

GENERATION · IMAGE & VIDEO

STATIC IMAGES	Magnific	Lovart				
IMAGE MODELS	Nano Banana	Flux	Seedream	Recraft	REVE	
VIDEO MODELS	Kling	Veo	Seedance	Minimax	Wan	
	HeyGen Avatar	VEED Fabric	LTX	Sora		

PLATFORMS, AGENTS & FINISHING

AI AGENTS	ChatGPT	Claude		
ALL-IN-ONE / NODE-BASED	Comfy	Weavy	Wireflow	Flora
CINEMATIC & ADS	Google Flow	Higgsfield	LTX Studio	Runway
AVATAR & UGC	HeyGen	Make UGC	VEED	
POST-PRODUCTION	Creatomate	Remotion	OpusClip	Hyperframes

WHAT I EVALUATE

Quality

Consistency

Control

Speed

Cost

Workflow Fit

Production Viability

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CREATIVE PRODUCTION, EDITING & DESIGN

- Video editing
- Motion graphics
- Graphic design
- YouTube SEO
- Social media
- Manual + AI workflows

CREATIVE TOOLKIT

- Professional editing & post-production
- Visual design, VFX and motion
- Platform-native content expertise

A COMPLETE CREATIVE FOUNDATION

Hands-on creative craft strengthens the **AI-native systems** I build today.

Editing & finishing

Premiere Pro · Resolve Studio · Audition

VFX & design

After Effects · Photoshop · Illustrator

Social & discovery

Channel management · Thumbnails · SEO

04 CREATOR PRODUCTION & EARLY AI

EG_WICHO | ELGAMERWICHO

VIDEO EDITOR · SOCIAL MEDIA MANAGER · THUMBNAILS & SEO

Worked for influencer and content creator @EG_WICHO on video editing, social media and YouTube creative.

- Edited creator-led videos with storytelling, motion graphics, color, sound and hands-on finishing.
- Managed social media content, designed thumbnails and supported YouTube SEO and content discovery.
- This is where I first integrated AI into my creative process, alongside traditional editing and design.

WORKED FOR · CREATOR

@EG_WICHO

Influencer · Content creator
Video · Social · YouTube SEO

EARLY AI INTEGRATION

VIEW CREATOR'S CHANNEL

05 PROFESSIONAL SOFTWARE & CREATIVE TOOLKIT

Traditional, hands-on tools and specialist plug-ins complement the agentic production stack on page one.

EDITING, DESIGN & VFX

VIDEO & AUDIO EDITING

Adobe Premiere Pro · DaVinci Resolve Studio · Adobe Audition

MOTION & GRAPHIC DESIGN

Adobe After Effects · Photoshop · Illustrator

SPECIALIST VFX PLUG-INS

Red Giant Suite · Boris FX Sapphire, Continuum & Mocha Pro · Neat Video

ENHANCEMENT, MOTION & RESOURCES

PHOTO / VIDEO ENHANCEMENT

Topaz Labs (Video AI, Photo AI, Gigapixel) · Nik Collection

ADDITIONAL IMAGING

Luminar AI · ON1 Suite · AI Arty Image Matting · Photoshop Generative Fill

MOTION & CREATIVE ASSETS

Motion Bro 4 · AEJuice · Tropic Colour · VideoHive · Envato Elements

06 HANDS-ON CRAFT & DELIVERABLES

From raw footage to the final asset: creative decisions, execution and platform-specific delivery.

NARRATIVE EDITING

Storytelling, pacing, footage selection and assembly.

COLOR & SOUND

Color correction, grading, music and sound design.

SOCIAL FORMATS

Shorts, Reels, TikTok, subtitles and aspect ratios.

MOTION & VFX

Compositing, kinetic type, animated graphics and effects.

THUMBNAILS & SEO

Visual hooks, YouTube packaging and discoverability.

GRAPHIC DESIGN

Branding, marketing graphics and infographics.