

EFRAÍN L CASILLAS

RESUMÉ

Writer/Filmmaker/Creative

787.667.6450

ecasillasproduction@gmail.com

Creative Director & Internal Producer

- Creative Director at DSPR TEAM - (Carolina, PR) (2021) (Over 400 pieces of content for Social Media for 20+ accounts)

Creative Director of Video Department

- Creative Director The Franatics - (Destin, FL) (2020) (Over 100 pieces of content for Social Media)

Writer (Screenwriter/Copywriter/Creative Writer):

- Digital Ad Campaign - "Digital Services" - The Franatics (Florida) (2020) (6 commercials)
- Digital Ad Campaign - "We Do Painting You Do Life" - CertaPro NWFL/The Franatics (Florida) (2020) (12 commercials)
- Digital Ad Campaign - "Painting Is Personal" - CertaPro East Orlando/The Franatics (Florida) (2020) (5 commercials)
- Digital Ad Campaign - "Halloween & Thanksgiving" - ScaleSource/The Franatics (Florida) (2020) (2 commercial)
- Digital Ad Campaign - "In times of COVID" - ScaleSource/The Franatics (Florida) (2020) (5 commercials)
- Digital Ad Campaign - "Tight Lines" - CertaPro NWFL/The Franatics (Florida) (2020) (2 commercial)
- Feature Film: "Framing Life" - Grand Tales Entertainment (Los Angeles) (In Development) (2018)
- TV Show: "Nina" - Grand Tales Entertainment (Los Angeles) (In Development) (2018)
- Feature Film: "Black Out" - Musa Creative Group (Puerto Rico) (In Development)(Co-Writer) (2017)
- Web Series: "Transformación de Vida" - 48 Episodes - Origo Media (Los Angeles) (2015-2016)
- Web Series: "7 Minutos - 8 Episodes" - Origo Media (Los Angeles) (2015-2016)
- Web Series: "Una Palabra - 26 Episodes" - Origo media (Los Angeles) (2015-2016)
- TV Show: "Titeres" - Musa Creative Group (Puerto Rico/ Los Angeles) (In Development)
- Feature Film: "Reggaeton Affair" - Musa Creative Group (Puerto Rico/Los Angeles) (In Development)
- Feature Film: "Mausoleum" - Musa Creative Group (Los Angeles) (In Development)
- Short Film (Animation): "Captain Paola and the Night Watch" - Musa Creative Group (LA) (In Development)
- News Writer/Reporter: Periódico El Norte/El Nuevo Día (GFR Media) - (Puerto Rico) (2013) Over 50 published articles regionally and nationally.

Creative Producer:

- TV Show: “El Morning Show” Seasons 1 & 2 – EMS (Puerto Rico) (2020 - Present)

Executive Producer:

- “Intenso” – Music Video/Short Film (Puerto Rico) (2013)
- “Populoso” & “Tripleteo” – Video Games (Puerto Rico) (2012 - 2013)
- Death Walks These Woods – Short Film (Puerto Rico) (2008)
- “Monchando” (Pilot) – TV Show (Puerto Rico) (2010)

Consulting Producer:

- Feature Film: “Vejigante” - In Development (Puerto Rico) (2021)
- Feature Film: “Verde” (Working Title) - In Development (Puerto Rico) (2021)

Producer:

- Digital Ad Campaign - “Digital Services” - The Franatics (Florida) (2020) (6 commercials)
- Digital Ad Campaign - “We Do Painting You Do Life” - CertaPro NWFL/The Franatics (Florida) (2020) (12 commercials)
- Digital Ad Campaign - “Painting Is Personal” - CertaPro East Orlando/The Franatics (Florida) (2020) (5 commercials)
- Digital Ad Campaign - “Halloween & Thanksgiving” - ScaleSource/The Franatics (Florida) (2020) (2 commercial)
- Digital Ad Campaign - “In times of COVID” - ScaleSource/The Franatics (Florida) (2020) (5 commercials)
- Digital Ad Campaign - “Tight Lines” - CertaPro NWFL/The Franatics (Florida) (2020) (2 commercial)
- Web Content: “Latinos Talk - Echándole Ganas” - Mitú/McDonald’s (Los Angeles/Pennsylvania/Texas/Washington DC - REMOTE) (2020)
- Web Content: “PGAT - Esteban Toledo” - Mitú/PGA (Mexico/Los Angeles) (2019)
- Web Content: “Bar Rescue Puerto Rico” - Mitú/Paramount Pictures (Puerto Rico/Los Angeles) (2018)
- Music Video: “Coral” – A1 (Puerto Rico) (2018) (Co-Director)
- TV Commercial: “Niña” OneLink Communications - Sajo García Alcazar (Puerto Rico) (2013)
- Web Show: “#QuieroEseLook” (2 seasons) – Musa Creative Group (Puerto Rico) (2013)
- Short Films: “La Colá” & “Atrapado a las 3” – Streetwize Entertainment (Puerto Rico) (2003)
- TV Show: “Monchando” (Pilot) – Streetwize Entertainment (Puerto Rico) (2010)
- Special Event: Budweiser Poker Tour – Lopito Ileana & Howiee (Puerto Rico) (2005)
- Special Event: Puerto Rico Poker Series – Streetwize Entertainment (Puerto Rico) (2005-2006)
- Music Video: “El Bosque” – Ciudad Androide (Puerto Rico) (2015)
- Music Video: “No es Casualidad ” – Mowlihawk (Puerto Rico/España) (2011)

Director (Also Producer and Copywriter in most)

- Digital Ad Campaign - "Digital Services" - The Franatics (Florida) (2020) (6 commercials)
- Digital Ad Campaign - "We Do Painting You Do Life" - CertaPro NWFL/The Franatics (Florida) (2020) (12 commercials)
- Digital Ad Campaign - "Painting Is Personal" - CertaPro East Orlando/The Franatics (Florida) (2020) (5 commercials)
- Digital Ad Campaign - "Halloween & Thanksgiving" - ScaleSource/The Franatics (Florida) (2020) (2 commercial)
- Digital Ad Campaign - "In times of COVID" - ScaleSource/The Franatics (Florida) (2020) (5 commercials)
- Digital Ad Campaign - "Tight Lines" - CertaPro NWFL/The Franatics (Florida) (2020) (2 commercial)
- TV Commercial: "Plavica" - Plavica (Puerto Rico) (2019)
- Web Content: "Alternative EXPO 2018" - Stardust Media (Los Angeles/Chicago) (2018)
- Music Video: "Go" - Isaac Bradley (Los Angeles) (2016)
- Music Video: "Friday" - A1 (Los Angeles) (2016)
- Music Video: "Vengo a Postrarme" - Ruben Rivera (Los Angeles) (2016)
- Music Video: "Un Trompon al Señor Trump" - Jose Prado (Los Angeles) (2015)
- Web Series: "Trasnformación de Vida - Martín Mediola Episode" - Origo Media (Los Angeles) (2016)
- Music Video: "El Bosque" - Ciudad Androide (Puerto Rico) (2015)
- Promotional Video: DOPE Movie - Entertainment Affair (Los Angeles) (2015) (Copywriter)
- Promotional Video: Tomorrowland Movie - Entertainment Affair (Los Angeles) (2015) (Copywriter)
- Promotional Video: Spy Movie - Entertainment Affair (Los Angeles) (2015) (Copywriter)
- Promotional Video: Little Boy Movie - Entertainment Affair (Los Angeles) (2015) (Copywriter)
- Promotional Video: Avengers 2 Movie - Entertainment Affair (Los Angeles) (2015) (Copywriter)
- Promotional Video: Daredevil TV Show - Entertainment Affair (Los Angeles) (2015) (Copywriter)
- Promotional Video: Big Hero 6 Movie - Entertainment Affair (Los Angeles) (2015) (Copywriter)
- Promotional Video: Fast and Furious 7 Movie - Entertainment Affair (Los Angeles) (2015) (Copywriter)
- Promotional Video: Ana Maria in Novelaland Movie - Entertainment Affair (Los Angeles) (2015) (Copywriter)
- Promotional Video: Insidiuos 3 Movie - Entertainment Affair (Los Angeles) (2015) (Copywriter)
- TV Commercial: "Navidad" - Cooperativa Oriental (Puerto Rico/Los Angeles) (2014)
- TV Commercial: "FotoCoop" - Cooperativa Oriental (Puerto Rico/Los Angeles) (2015)
- TV Commercial: "Liga Volleyball Superior Masculino 2014" - DirecTV (Puerto Rico) (2014) (Copywriter)
- TV Show: Signature Cocktails (Season 1) - Musa Creative Group (Puerto Rico) (2014)
- TV Commercial: "Liga Volleyball Superior Femenina 2013 - 2014" - DirecTV (Puerto Rico) (2013 - 2014)
- TV Commercial: Sports 2014 - DirecTV (Puerto Rico) (2013) (Copywriter)
- TV Commercial: "Manos" (Institutional) - Cooperativa Oriental (Puerto Rico) (2014)
- TV Special: Upfront 2013 (NEXUS Launch) - DirecTV (Puerto Rico) (2013) (Copywriter)
- Corporate Video: DirecTV Employee Awards & "INSTALACIONES" - DirecTV (Puerto Rico) (2013)
- Web & TV Commercial: "Tripleteo" - Musa Creative Group (Puerto Rico) (2014) (Copywriter)
- TV Special: YANDEL - DirecTV (Puerto Rico) (2014) • Web Video: "Promo Pre-Mundial Baloncesto Carlos Arroyo" - DirecTV (Puerto Rico) (2014) (Copywriter)
- Web Video: "Promo Pre-Mundial Baloncesto José Juan Barea" - DirecTV (Puerto Rico) (2014) (Copywriter)
- Web Video: "Promo Pre-Mundial Baloncesto Danny Santiago" - DirecTV (Puerto Rico) (2014) (Copywriter)
- Web Video: "Promo Pre-Mundial Baloncesto Renaldo Balkman" - DirecTV (Puerto Rico) (2014) (Copywriter)
- Web Video: "Promo Pre-Mundial Baloncesto Alex Galindo" - DirecTV (Puerto Rico) (2014) (Copywriter)
- Web Video: "Promo Pre-Mundial Baloncesto Larry Ayuso" - DirecTV (Puerto Rico) (2014) (Copywriter)
- Web Video: Urban Bazaar 1 & 2 - Banco Popular/Contáctica PR (Puerto Rico) (2011) (Copywriter)
- Web Video: Gaming Explotion Fest - Banco Popular/Contáctica PR (Puerto Rico) (2011) (Copywriter)
- Web Video: "Echar Pa'Lante Niños & Artesanos" - Banco Popular/Contáctica PR (Puerto Rico) (2011)
- Web Video: "Fiestas Calle San Sebastián" - Banco Popular/Contáctica PR (Puerto Rico) (2011) (Copywriter)
- Web Video: Music Students Scholarships - Banco Popular/Contáctica PR (Puerto Rico) (2011) (Copywriter)
- Web Video: "Especial Tite Curet at La Respuesta" - Banco Popular/Contáctica PR (Puerto Rico) (2011)
- TV Commercial: "Echar Pa'Lante Agradecimiento" - Banco Popular/Contáctica PR (Puerto Rico) (2011)
- Mini-Documental: "Conservatorio de Música" - Banco Popular/Contáctica PR (Puerto Rico) (2011)
- TV Commercial: CODDI - CODDI (Puerto Rico) (2012) (Copywriter) • Music Video/Short Film: "INTENSO" - Musa Creative Group (Puerto Rico) (Co-Director) (2012)
- Music Video: "Superstar" & "Que Nos Queda" - Liuko y Cyborg (Puerto Rico) (2010 - 2011)
- Music Video: "No es Casualidad" - Mowlihawk (Puerto Rico/España) (2011)
- Music Video: "Ella Es" - Rico Ríos (Puerto Rico) (Co-Director) (2013)
- Web Commercial: Puerto Rico Soccer School - Stuart Productions (Puerto Rico) (2012) (Copywriter)
- Web Commercial & Mini Doc: Roberto Rohena's Birthday - Stuart Productions (Puerto Rico) (2012)
- TV Show: "MONCHANDO" Pilot - Streetwize Entertainment (Puerto Rico) (2010)
- Short Film: Death Walks These Woods - Streetwize Entertainment (Puerto Rico) (2008)
- Music Video: Shake My - Three Six Mafia (Los Angeles) (Unit B) (2009)
- EPK: Lito MC Cassidy - Lito MC Cassidy (Puerto Rico) (2014)
- EPK: "Capítulos" - Eliud L' Voices (Puerto Rico) (2013)
- Web Promo: Time Machine Squad Anniversary - Time Machine Squad (Puerto Rico) (2011)

Technical Director:

- TV Show: "Sabor a Wilo" Seasons 1 & 2 – DirecTV/Sanco Productions (Puerto Rico) (2012-2013)

2nd AD, APOC, KEY PA, PA:

- TV Commercial: Walmart – MJZ (Los Angeles) (2007)
- Music Video: Ashley Tisdale & Jack Splash ft. Missy Elliot – LIT (Los Angeles) (2007-2008)
- Artists from Music Videos and TV Commercials: (Los Angeles) (2006-2010) - *Britney Spears* - *Beyoncé* - *Marshall's* - *Pizza Hut* - *Budweiser* - *Miller Lite* - *Busta Rhymes* - *Justin Timberlake* - *50cent* - *Missy Elliot* - *Rihanna* - *Usher* - *Alice in Chains* - *Slipknot* - *Miley Cyrus* - *ABC* - *MTV* - *Apple* - *NBC* - *Many others*

Internship:

- BA in Communications University of Puerto Rico - Arecibo Cum Laude (2003)
- 3 years of Mechanical Engineering University of Puerto Rico Mayagüez (1996-1999)

Education:

2008 - Ayo Films: Intern with script coverage duties. Suggested projects for development.

2003 - Premier Euro RSCG: Ad Agency Intern detailed in the Production Department, working in production and post for clients like Hellman's, Walgreens, and others.

References:

Carlos J. García - 323.350.1620 - Director
Geoff Alderete - 323.496.5296 - Art Director
Laura F. Díaz Febres - 787.478.7456 - Producer

Bretanya Dubin - 310.991.3497 - Production Supervisor
Rose Krane - 508.353.3450 - Producer
Alexandria Agee - 773.791.5699 - Director of Creative Services

Location: Los Angeles, California / Bayamón, Puerto Rico Experience: 18+ years Availability: Part Time or Full Time

Reel: https://www.youtube.com/watch?v=JJiwDP5XL_U