

KEVIN FERNÁNDEZ

AUDIOVISUAL PRODUCTION SPECIALIST | CONTENT CREATOR

12+ YEARS OF EXPERIENCE | END-TO-END PRODUCTION | DIGITAL LEARNING | CREATIVE AI

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PROFESSIONAL PROFILE

Audiovisual production specialist and content creator with more than 12 years of experience across television, digital learning, institutional campaigns and brand projects. I manage the full creative process: concept development, scripting, cinematography, production, editing, color, audio, motion graphics and final delivery. I combine visual judgment, operational reliability and personalized service with digital tools and applied artificial intelligence.

CONCEPT | SCRIPT | PRODUCTION | POST-PRODUCTION | MULTI-PLATFORM DELIVERY

PROFESSIONAL EXPERIENCE

INDEPENDENT CONTENT CREATOR / AUDIOVISUAL PRODUCER

2015 - Present

Kevin Fernández - Professional Services

- Develop audiovisual and digital content for brands, institutions, agencies, influencers, and educational and commercial organizations, from initial concept through final delivery.
- Produce promotional videos, event coverage, photography, motion graphics, visual identity assets, and content for websites and e-commerce.
- Manage direct client relationships through personalized service, premium production standards and recurring collaborations.

AUDIOVISUAL PRODUCTION SPECIALIST

2016 - Present

Universidad del Istmo - Virtual Operations

- Plan and produce audiovisual content for fully online degree programs, classes, tutorials and institutional campaigns.
- Lead cinematography, filming, editing, post-production, photography, graphic design, illustration and 2D animation.
- Manage media assets and publishing workflows across Vimeo and Canvas, coordinating validation, quality and availability of educational content.
- Integrate video and AI tools to streamline production and strengthen the digital learning experience.

POST-PRODUCER / DIGITAL MEDIA

2014 - 2016

Corporación Medcom - Telemetro

- Edited content for Telemetro.com and produced field pieces for morning programming and entertainment segments.
- Worked in fast-turnaround television and digital workflows while maintaining narrative, pacing and technical quality.

CAMERA OPERATOR / VIDEO EDITOR

2012 - 2014

Compañía Digital de Televisión - Nex TV Panamá

- Shot and edited VTR packages for live programming, as well as sketches, dramatizations, short films and entertainment content.

SELECTED PROJECTS

NIKE LATIN AMERICA | PROFESSIONAL CHROMA KEY STUDIO

Led the concept and implementation of a production room for the marketing department, including equipment purchasing guidance, acoustic treatment and cyclorama construction based on cinematic production standards.

UNIVERSIDAD DEL ISTMO | DIGITAL LEARNING CONTENT

Developed an end-to-end workflow to produce, validate, organize and publish content that supports teaching and the student experience in virtual learning environments.

KASAL ART | WEB, E-COMMERCE AND CONTENT

Designed and developed the Wix digital experience, e-commerce structure and visual content for a Panamanian cultural art brand. Website: kasalart.com.

TECHNICAL EXPERTISE

Production: Cinematography, camera operation, lighting, drones, event coverage, chroma key, cyclorama and basic studio setup.

Post-production: Adobe Premiere Pro, After Effects, Audition, Avid Media Composer, editing, color correction, audio and motion graphics.

Design and content: Photoshop, Illustrator, InDesign, graphic design, illustration, photography and visual storytelling.

Web and platforms: Wix, e-commerce, website management, Vimeo, Canvas and multi-platform content distribution.

Applied AI: Creative workflows using HeyGen, Synthesia, Adobe Firefly, Sora, Veo, Runway and ChatGPT for ideation and assisted production.

EDUCATION

MASTER'S DEGREE IN INNOVATION

2026 - Present

Universidad del Istmo | In progress

BACHELOR'S DEGREE IN MARKETING MANAGEMENT

2017 - 2022

Universidad del Istmo | Completed

LANGUAGES

Spanish: Native

English: Intermediate - developing professional written and spoken communication

VALUE PROPOSITION

End-to-end production, creative thinking, problem solving, continuous learning, reliable delivery and long-term relationship building with clients and cross-functional teams.