

GUILLERMO QUINTERO REYES

Director · Producer · Visual Strategist

CONTACT

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LANGUAGES

English — Native/Bilingual
Spanish — Native/Bilingual
Catalan — Full Professional

SKILLS

Creative & Direction

Creative Direction, Cinematography, Concept Development, Brand Positioning, Scripting, Content Strategy, Audience Growth Mechanics.

Production & Post-Production

Commercial Video, Product Photography, Stop Motion Animation (Dragonframe, Stop Motion Studio Pro), Studio Lighting, Adobe Creative Suite (Premiere Pro, After Effects, Photoshop, Lightroom), Color Grading, Sound Design.

Strategy & Analytics

Marketing Strategy, Data-Driven Pricing, Revenue Management, Consumer Behavior Analytics, Performance Metrics Analysis.

EDUCATION

Master's Degree in Business Direction
Universitat de Lleida

AWARDS & RECOGNITION

Nominee, Best Influencer Photographer/Filmmaker of the Year — Instafest Awards (2024, 2025, 2026).

SUMMARY

Dual-threat Creative Director and Visual Strategist backed by a Master's in Business Direction and a proven track record of generating 100M+ views for brands on social media. Combines high-end commercial filmmaking (photography, video, stop-motion) with data-driven revenue management principles to build high-retention content engines. An expert in modern attention mechanics, having scaled a personal media ecosystem to 750,000+ followers. Uniquely positioned to bridge the gap between world-class creative execution and corporate ROI, driving views, brand awareness and engagement. Three-time nominee for Best Influencer Photographer/Filmmaker of the Year at the Instafest Awards.

EXPERIENCE

Creative Director & Producer — Independent Studio

Figueres, Spain (International Client Portfolio) | 2021 – Present

- Direct end-to-end visual strategy, commercial video production, and premium product photography for international consumer goods and lifestyle brands.
- Engineered 10 high-retention video campaigns for Gravastar, capturing over 10 million organic views across TikTok and Instagram by blending influencer storytelling with premium product cinematography.
- Appointed as Fractional Creative Director for Mostarle, leading a comprehensive overhaul of the brand's visual identity; conceptualized and produced 10+ visual campaigns utilizing advanced stop-motion animation to drive +500K combined views.
- Developed commercial product photography and cinematic video assets for international lifestyle brands, including Clocks & Colours.
- Manage full-scale production pipelines independently, scaling concepts from initial market strategy and scripting through shooting, studio lighting, editing, color grading, and sound design.

Founder & Content Producer — Digital Media Ecosystem

Figueres, Spain | 2020 – Present

- Architected, produced, and scaled a personal media ecosystem to 750,000+ combined followers across Instagram (280K), TikTok (433K), and YouTube (69K) via docuseries-style creative education.
- Securing long-term commercial partnerships and tier-1 global sponsorships with market leaders including DJI, Xiaomi, Hollyland, PGYTech, PolarPro, and Accsoon.
- Produced high-performing educational tutorials, vlogs, and narrative short films focusing on lighting design, cinematography, and the business of creative production.
- Recognized via three consecutive nominations (2024, 2025, 2026) for Best Influencer Photographer/Filmmaker of the Year at the Instafest Awards.

Creative Director & Media Analyst — El Rincón del Pitlane

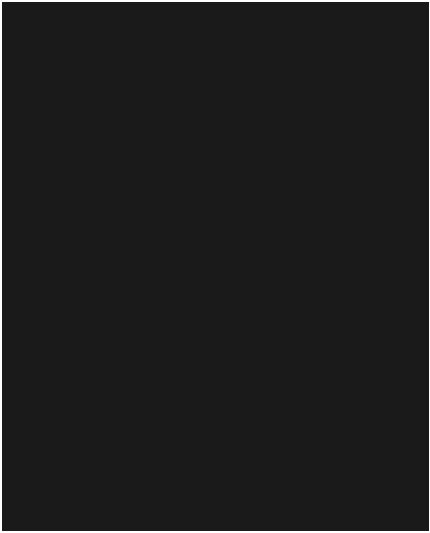
Montevideo, Uruguay (Remote) | 2023 – 2025

- Direct brand identity, visual strategy, and digital content architecture for a leading motorsports media platform.
- Design consistent, high-impact storytelling frameworks and visual assets that accelerated platform growth, establishing the brand as a recognized, authoritative voice in Spanish-language motorsport media.
- Deliver technical race analysis and strategic live commentary, translating complex sports data into engaging, high-retention audience narratives.

Freelance Marketing & Revenue Consultant

Bogotá, Colombia | 2020 – 2023

- Advised startups, independent creators, and direct-to-consumer (DTC) brands on market positioning, messaging frameworks, and audience monetization.

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- Designed commercial offers, optimized pricing tiers, and conducted quantitative performance analysis utilizing corporate revenue management metrics.
 - Built the strategic, consulting-driven foundation that successfully evolved into full-scale creative direction and commercial visual production.

Revenue Manager — Meliá Hotels International

Barcelona, Spain | 2018 – 2019 (Including Preceding Executive Internship)

- Analyzed complex market trends, competitor datasets, and consumer demand forecasting models to maximize pricing and profitability strategies for a global hospitality leader.
- Implemented data-driven pricing frameworks that aligned corporate commercial objectives with sustainable revenue growth.
- Developed an analytical foundation in consumer psychology, behavior patterns, and visual hook optimization that directly informs current ROI-driven creative strategies.