FREISA DAVILA

Creative Executive | Brand & Content Strategy | Multi-Platform Production | 4x Telly Winner

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Portfolio: freisadc.com/portfolio | LinkedIn: linkedin.com/in/freisa | IMDb: Freisa Davila-Cruz | Bilingual: English, Spanish

SUMMARY

Bilingual (English/Spanish) creative executive with 20+ years in brand strategy, content, and multi-platform production. Chief Branding Officer at a Florida law firm, promoted from Creative Director; directed Florida content strategy and production for Harris for President in 2024. Builds and mentors teams of producers and editors. Credits at Telemundo, Univision, and Columbia Pictures; four-time Telly Award winner; still hands-on as a director, producer, and editor.

BROADCAST & ENTERTAINMENT CREDITS

- Bad Boys for Life (Feature Film, Columbia Pictures, 2019) — Set Production Assistant, 2nd Unit
- Noticias Univision (Entravision WVEN, 2014) — Editor, Camera Operator, Floor Director
- Entre Nos (TV Series, Telemundo Orlando WTMO, 2009–2010) — Editor
- Punto y Coma (Multi-Camera Series, New Television Media, 2014–2016) — Director, Technical Director, Producer, Editor
- Ruff Creek Feud (TV Show, Top Dog Productions LLC, 2013) — Production Manager, Editor
- CCR (TV Program and Live Broadcast, CCR Productions, 2005–2010) — Camera Operator, Editor, Broadcast Director
- Short films: At the Light — Co-Director; Caged (FS Productions, 2016) — Director & Co-Editor, crew of 35; Motives of the Heart (FS Productions, 2016) — Director & Co-Editor, crew of 20

EXPERIENCE

Osborne, Francis & Pettis (Osborne & Francis, PLLC) Jan 2025 – Present

Florida law firm with 4 offices

Chief Branding Officer Feb 2026 – Present

- Shaped branding, content, and social strategy that helped drive the firm's acquisition of and merger with another firm and positioned it for an MSO partnership (Congruence), closed summer 2026.
- Lead a remote team (video editor/content producer and PM/social media manager), the content pipeline, and social calendars; pitch creative to firm partners and Congruence MSO leadership; partner with vendors producing ad designs and promos.
- Lead integrated billboard, paid social, video, podcast, and community-partnership campaigns for the firm's 4 Florida offices.
- Produce the firm's Real Tough Lawyers Podcast, launched Aug 2026 (Orlando and West Palm Beach).
- Oversee paid social and performance creative; helped lift Orlando Google reviews from 4.7 to 4.9.

Creative Director Jan 2025 – Feb 2026

- Developed scripts, AV boards, and storyboards for attorney video campaigns; directed production and attorney talent on set.
- Led branding and social media strategy across traditional and digital media; produced and edited campaign and social videos.

Video & Content Producer (Contract) | Joey Atkins for Florida Commissioner of Agriculture 2026

Concurrent | Via Atlas Media Strategies

- Produced and edited campaign videos, YouTube Shorts, cutdowns, and a radio jingle; made thumbnails, titles, and messaging.

Florida Deputy Director of Content Strategy | Harris for President Aug 2024 – Nov 2024

Contract | Concurrent | Orlando State HQ, Florida

- Directed Florida content strategy and production; led on-site shoots and wrote messaging for Latino, Haitian and Haitian Creole-speaking, and male voters, tailored to South Florida, Central Florida, and the West Coast.
- Created videos and digital assets for campaign events, surrogates, and statewide mobilization.
- Produced 80+ campaign videos, including the Reproductive Freedom bus tour and the Women's rally in Tampa.
- Pitched creative to and worked closely with national leadership to keep Florida content consistent with the campaign.

Creative Director | Monstro Aug 2022 – Jan 2023

Contract | West Palm Beach, FL

- Produced and directed 50 social-media-style videos for a fintech subscription app in under 3 months, managing separate crews and casts for studio shoots in Los Angeles and Orlando; delivered 20%+ under budget.
- Led on-site post-production in Bogotá, Colombia, directing editorial, design, and UX teams to finish deliverables on a tight deadline.
- Built the video production team and its workflow; turned the CEO's and head of content's vision into clear tasks.

Executive Producer | Club Media Network (CMGE Inc.) Feb 2021 – Aug 2022

Contract | Concurrent | Miami, FL

- Served as Executive Producer for the USA and Puerto Rico; planned and led the company's expansion into the USA.
- Promoted the company's competition series state by state, coordinating local teams in each.
- Produced digital and streaming content, live events, music festivals, and concerts; led the move into VR, hiring teams and producing immersive live events.

TV Producer & Host | Miami-Dade TV, Miami-Dade County — Mar 2020 – Feb 2022
Miami, FL

- Produced content with and for Miami-Dade Mayor Daniella Levine Cava, and promo videos with county departments.
- Produced TV spots, news segments, PSAs, social video, and three short documentaries for local TV stations and other platforms; won four Telly Awards.
- Wrote, produced, and hosted Spanish and English shows and segments, including "Get to Know Your County Commissioner" and "What's New in Our County."
- Directed VO sessions; wrote, voiced, and produced Spanish and English VO and radio spots for local radio and digital platforms.

Supervising Producer | KJM Creative (King Jesus International Ministries) — May 2017 – Mar 2020
Also Editor and Camera Operator | Miami, FL

- Produced a fundraising campaign for a nonprofit's building that helped raise $3M for a new building.
- Edited and produced event promos and recaps, social content, documentaries, TV shows, corporate explainers, and short films.
- Directed events at venues including Miami's American Airlines Arena (now Kaseya Center); led teams of 6–12 producing events, productions, and BTS in New Zealand, Bolivia, Ethiopia, Suriname, Jamaica, Mexico, and Italy (a live event in Napoli; Rome and the Italian Senate).
- Supervised and mentored a team of producers and editors; produced TV show episodes.

Associate Producer / Director | GoodLife 45 WTGL (TV45) — Jan 2014 – Nov 2016
Lake Mary, FL

- Served as Director, Technical Director, Editor, Camera Operator, and Associate Producer on Welcome Home (multi-camera series); created motion GFX.
- Developed the channel's on-screen rebrand; led the Welcome Home overhaul; oversaw editors and show development.

LEADERSHIP & TEACHING

Course Director, Entertainment & Music Business B.S. | Full Sail University — Apr 2023 – Oct 2026
Concurrent

- Led a video production course training students as video producers; as Executive Producer, guided them through a monthly music video for a real recording artist (including Stellus); oversaw curriculum and student progress.

Professor | Ana G. Méndez University — Sep 2023 – Present
Contract | Concurrent

- Teach and create photography and website design curricula.

Speaking & Community Media: National speaker on leadership, brand strategy, and storytelling; built and trained church media departments (middle school through adults).

AWARDS

4 Telly Awards (Producer, Miami-Dade): Gold, "Keep Surfaces Clean"; Silver, "We Rise Up"; Bronze, "Mask Up Miami" and "Intimate Partner Violence Awareness"

SKILLS

Editing & Design: Adobe Premiere Pro (expert, primary), DaVinci Resolve, Adobe After Effects (motion GFX), Adobe Photoshop, Adobe Audition, Adobe Media Encoder, Final Cut Pro X / 7, Avid Media Composer

Production & Post: Multi-platform production (broadcast, digital, social, podcast), live event producing, promos and social cutdowns, on-set talent direction, VO direction, multicam, audio mixing, lighting and camera, motion control

Leadership & Strategy: Brand and content strategy, team building and management, mentoring producers and editors, bilingual (English/Spanish) content, agency and vendor collaboration, project and budget management

Other: StudioBinder, Final Draft, Microsoft Office, Keynote, Pages

EDUCATION & CERTIFICATIONS

- B.S. in Film & TV Production — Full Sail University, Salutatorian (Directing, Editing, Producing, Cinematography)
- Certification in Executive Leadership — Wharton, University of Pennsylvania (Executive Presence & Influence)
- B.A. in Political Science — University of Central Florida, Aug 2026; MBA coursework — Augment; A.A. — Valencia College, Honors (Show Production & Certification in Entertainment Technology)