

## Contact

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(LinkedIn)

## Top Skills

Video Production

Commercial Video

Automotive Marketing

# Juan Cevallos

Founder @1CutPro | Commercial Video Production for Auto Dealerships & Local Businesses | Nationwide | 25+ Years Experience

United States

## Summary

EN

I help automotive dealerships and local businesses attract more customers through high impact commercial video content. With 25+ years of experience in broadcast and commercial production, I specialize in short form videos designed for social media and paid advertising, not just “nice videos,” but content that drives attention and leads.

I create:

- Social media video ads
- Vehicle walk-arounds
- Promotional dealership content
- Bilingual (EN/ES) commercials

Based in Charlotte, NC, available nationwide.

info@1cutpro.com

ES

Ayudo a concesionarios automotrices y negocios locales a atraer más clientes mediante contenido de video comercial de alto impacto. Con más de 25 años de experiencia en producción televisiva y comercial, me especializo en videos de formato corto diseñados para redes sociales y publicidad pagada. No se trata solo de “videos bonitos”, sino de contenido que capta la atención y genera clientes potenciales.

Creo:

- Anuncios en video para redes sociales
- Videos walk-around de vehículos

- Contenido promocional para concesionarios
- Comerciales bilingües (ES/EN)

Con base en Charlotte, NC, disponible a nivel nacional.

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## Experience

### 1 Cut Pro LLC

Founder & Video Producer

February 2023 - Present (3 years 3 months)

Charlotte, NC | Nationwide

Founder of 1 Cut Pro LLC. I help automotive dealerships and local businesses create high-impact commercial videos for social media and paid ads.

Focus:

- Short-form video ads
- Inventory walk-arounds
- Promotional dealership campaigns
- Bilingual content (EN/ES)

Charlotte, NC | Nationwide

### TC Televisión

CAMERA DIRECTOR

May 2019 - October 2021 (2 years 6 months)

Quito, Pichincha, Ecuador

Camera Director for national live broadcasts, including news, sports, concerts, and political events.

Led multi-camera operations, live direction, and technical coordination in high-pressure broadcast environments.

### teleSUR English

CAMERA DIRECTOR

October 2017 - April 2020 (2 years 7 months)

Quito, Pichincha, Ecuador

Camera Director for international live news broadcasts distributed across the Americas, Europe, and the Caribbean.

Managed live productions, camera teams, and real-time storytelling for global audiences.

Vicepresidencia de la República del Ecuador  
OFFICIAL CAMERA EDITOR OF THE VICE PRESIDENT OF  
ECUADOR

January 2014 - October 2017 (3 years 10 months)

Quito, Pichincha, Ecuador

Responsible for audiovisual coverage, editing, and delivery of official content for government communications and public events.

Produced high-level institutional content under strict quality and deadline standards.

Asamblea Nacional del Ecuador  
CAMERA DIRECTOR

January 2013 - December 2013 (1 year)

Quito, Pichincha, Ecuador

Live broadcasts of sessions of the plenary session of the National Assembly, news program, inauguration of the President of the Republic on national television, interviews. Robotic PTZ camera operator.

Ecuador TV  
CAMERA DIRECTOR

December 2007 - March 2013 (5 years 4 months)

Quito, Pichincha, Ecuador

Directed live television productions, including news programming, presidential events, entertainment shows, concerts, and national sports broadcasts.

Oversaw multi-camera setups and live production workflows.

Medios Ediasa  
NEWS PRODUCTION ASSISTANT

October 2002 - December 2007 (5 years 3 months)

Portoviejo, Manabí, Ecuador

Production of notes and elements of the station's news show. Production of cooking program and advertising spots. Multifunction operator and others.

Television Manabita  
MULTIFUNCTION OPERATOR

February 1997 - March 2002 (5 years 2 months)

Portoviejo, Manabí, Ecuador

Video operator, character generator, sound operator, video editor, camera operator for the different programs of the station.

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