

ALEX ARGILÉS ACEVEDO

4× New York Emmy Award Winner · Producer · Writer · Director

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AWARDS & RECOGNITION

New York Emmy Awards, 4X Winner (2023–2024)

Human Interest (2023) | *Societal Concerns* · *Teen* · *Politics/Government* (2024) | *Producer & Executive Producer, HITN TV*

Awards Judge, National Academy of Television Arts & Sciences

Serving as judge across all national chapters

WorldFest-Houston International Film Festival, Winner (2021)

Clave, short film (director, writer)

Festival Selections

Oxford Film Festival · *Middlesex Film Festival* · *Miami Independent Film Festival* · *Saints and Sinners Film Festival*
· *Experimental Edge Film & Art Festival (CEFF Tallahassee)* · *New Orleans Comedy Film Festival*

PROFILE

Emmy-winning content leader with a career built across public broadcasting, branded content, and independent production. Currently leads integrated content at HITN TV, the largest U.S. Spanish-language public broadcaster (44M+ households), where Emmy-winning work spans politics, civic identity, and cultural storytelling. Also serves as an Emmy Awards judge across all national chapters. Founded City Llama, an AI-native branded content studio. Operates across the full content lifecycle: strategy, creative direction, production, post, and platform delivery. Bilingual English/Spanish. Positioned to lead content teams, set editorial vision, and scale output at agencies, media brands, and streaming platforms.

EXPERIENCE

Founder & Executive Producer · City Llama Marketing

2024 – Present

Brooklyn, NY

- Founded an AI-native branded content studio producing across video, audio, and motion. Built the company from scratch: brand positioning, content strategy, multi-platform format development, and full production stack.
- Creator, host, and producer of Platinum, a cinematic business podcast that decodes the loyalty systems behind the world's most addictive brands, starting with the pilot "The Streak Effect." Built the brand identity, episode templates, production pipeline, scripts, edit, music, and sound design.
- Responsible for all business development, creative direction, client strategy, and operational decisions.

Senior Producer / Editor, Integrated Content · HITN TV

Sept 2022 – Present

Brooklyn, NY · Largest U.S. Spanish-language public broadcaster, 44M+ households

- Executive produce and produce Emmy-winning editorial franchises (Voces and Puerto Rican Heritage), owning story selection, narrative structure, scriptwriting, and edit decisions for national broadcast.
- Won four New York Emmy Awards (2023–2024) across *Societal Concerns*, *Politics/Government*, *Teen*, and *Human Interest* as producer and executive producer.
- Serve as IP delivery gatekeeper for HITN and Edye streaming platform: sole first-and-final operational touchpoint for content from major distributors and rights holders including BBC, Paramount, TVF, LEGO, Hallmark, Henson Company, Spin Master, and Mattel. Own QC, technical conformance, transcoding, and platform-ready delivery. Any failure at this stage directly impacts viewer experience at national scale.
- Own end-to-end content operations workflow from distributor ingest through QC, transcoding, report management, and coordinated handoff. Also cover senior editor responsibilities including cut-to-clock on original programming.

- Self-initiated AI fluency across research, editorial, and post-production (Claude Code, Google AI, Flow).
Positioned to help evaluate, pilot, and scale AI-augmented production tools across the organization.

SKILLS

Content Leadership: Editorial Strategy · Franchise Development · Creative Direction · Format Development · Showrunning

Production: Full-Lifecycle Video Production · Narrative-Documentary · Scripted · Short & Long Form · Live Event · Social-Native · Podcast

Operations: Content Operations · QC & Technical Conformance · IP Delivery · Platform-Ready Delivery · Media Management · Budget & Timeline Ownership · Vendor & Freelancer Management

Tools: Adobe Premiere Pro (advanced) · After Effects · Photoshop · Audition · Final Cut Pro · Descript · Frame.io · CapCut

AI-Native: Claude Code · Google AI (Veo, NotebookLM) · Flow · Runway ML · ElevenLabs · Midjourney

Languages: English & Spanish, full professional fluency

EDUCATION

Florida State University

M.F.A., Film Production · 2020

B.A., Studio Art: Web Design · 2018