

BETSY COLLAZO

Creative Producer | AI-Driven Media & Content Innovation | Multi-Emmy Award-Winning Director

Puerto Rico • United States • LATAM

www.betsy-collazo.info | ecproductionspr@gmail.com | 787-649-8223

PROFESSIONAL SUMMARY

Creative Producer and AI-enabled media strategist with 25+ years of experience leading high-impact, multi-platform productions for Fortune 500 brands and public institutions. Multi-Emmy Award-winning Director and Executive Producer recognized for integrating generative AI, automation tools, and data-informed workflows into creative production. Experienced in managing \$25M+ portfolios, leading cross-functional teams, and producing culturally resonant campaigns across U.S. and Latin American markets while modernizing production pipelines with emerging AI technologies.

CORE SKILLS

- Creative Production & Executive Direction (TV, Digital, Streaming, Branded Content)
- Generative AI for Story Development & Concept Ideation
- AI-Assisted Editing, Localization & Content Versioning
- Creative Automation & Scalable Media Workflows
- Cross-Functional Leadership (Creative, Tech, Marketing)
- Multicultural & Bilingual Storytelling (U.S. Hispanic & LATAM)
- Budget Leadership & Production Oversight (\$25M+ portfolios)
- Brand Governance, Compliance & Ethical AI Practices

AI TOOLS & TECHNOLOGIES

- Microsoft Copilot
- Google Gemini
- xAI Grok
- Suno AI (AI music generation)
- ChatGPT / OpenAI tools
- Generative AI platforms for creative ideation and media development
- AI-assisted scripting, storyboarding, and production planning
- Creative automation and AI-driven content workflows

AI EDUCATION & CERTIFICATION

Currently pursuing certification as an AI Automation Specialist, focused on designing AI-enabled workflows, automation systems, and human-centered AI applications for media production, storytelling, and digital engagement environments.

PROFESSIONAL EXPERIENCE

EC PRODUCTIONS CORP. — Partner / President | Creative Producer (1999–Present)

- Founded and lead an award-winning creative production company serving U.S., LATAM, and global markets.
- Directed multi-platform campaigns integrating traditional storytelling with AI-enhanced creative workflows.
- Implemented AI-enabled production processes improving efficiency by approximately 20–30%.
- Managed \$25M+ production budgets and international vendor ecosystems.
- Advised organizations on integrating emerging technologies into content production and digital storytelling.

SELECTED CLIENTS

Procter & Gamble • Johnson & Johnson • Pfizer • Bristol Myers Squibb • Airbnb • Nike • Budweiser • McDonald's • Samsung • U.S. Army

AWARDS & RECOGNITION

- Multiple Emmy Awards — Director / Executive Producer
- Clio Award — Domino's Pizza 'Presidente'
- ADDY Award — Smirnoff Vodka 'Susurros'
- Colgate Award
- Mennen Speed Stick Award — 'Oscar de la Hoya'

EDUCATION

Bachelor of Communications – Film & Television Production, La Salle University (Philadelphia)

School of Public Communication – University of Puerto Rico

LANGUAGES

English (Fluent) • Spanish (Native)