

ANDREA SALINAS

EXECUTIVE PRODUCER

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PROFESSIONAL SUMMARY

Executive Producer with 23+ years leading Fortune 100 production operations across broadcast, digital, social, and integrated campaigns. Experienced managing multimillion-dollar budgets, leading cross-functional teams, improving workflows, and delivering large-scale campaigns across domestic and international markets. Uses AI-enabled workflows to improve production efficiency, collaboration, and content operations.

CORE EXPERTISE

Executive Production Leadership • Global Production Operations • Organizational Consulting • AI Integration • Budget & Cost Optimization • Stakeholder Communication • Multicultural Campaign Execution • Experience using AI tools including Claude, Manus, Runway, Higgsfield+, and LLM-based production workflows

PROFESSIONAL EXPERIENCE

Independent Production & AI Operations Consultant

Remote | 2025–Present

- Advising businesses on AI-enabled production workflows, content operations, and process efficiencies
- Building AI-assisted systems and operational workflows for content, marketing, and production teams
- Supporting clients with workflow organization, production planning, and AI-integrated content operations

Lopez Negrete Communications | Senior Commercial Broadcast Producer

San Antonio, TX | 2021–2025

- Led integrated production operations for Fortune 100 campaigns across broadcast, digital, and social platforms
- Managed multimillion-dollar budgets while delivering projects on time and within scope
- Delivered 15–20% cost savings through vendor negotiations, bid management, and workflow efficiencies
- Integrated AI-enabled workflows to improve production efficiency and accelerate delivery timelines
- Oversaw agencies, production teams, talent, and stakeholders across multiple simultaneous campaigns

PROFESSIONAL EXPERIENCE (CONTINUED)

Mary Kay Global | Senior Global Producer

Dallas, TX | 2012–2020

- Led global production operations across 35+ international markets spanning video, print, digital, and social campaigns
- Reduced production turnaround times by 40% through workflow improvements and operational efficiencies
- Increased operational efficiency by 75% through scalable production systems and post-production improvements
- Managed global vendors, licensing negotiations, stakeholder communications, and production operations

PepsiCo / Frito-Lay | Digital Producer (Contract)

Plano, TX | 2019

- Managed digital production and post-production execution for branded campaigns and social content
- Coordinated agencies, freelancers, and internal stakeholders to deliver projects efficiently and on schedule

Southwest Airlines | Senior Cost Consultant

Dallas, TX | 2010–2012

- Delivered \$2.5M in annual operational savings through workflow improvements and budget optimization
- Developed reporting systems that improved financial visibility and cross-functional collaboration

EDUCATION & CERTIFICATION

Bachelor of Arts, Communication Arts

University of the Incarnate Word | San Antonio, TX

AI Certification | AI Innovision