

Robert Segura

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Los Angeles, CA/Atlanta, GA

PROFESSIONAL EXPERIENCE

Phcraybert

April 2022 - Present

Content Creator & Social Media Manager

I specialize in transforming **raw footage** into **high-quality, viral content** through the power of storytelling and **expert 4K editing**. I have a proven track record of developing **platform-specific strategies** for **TikTok, Instagram Reels, and YouTube Shorts**, driving engagement and follower growth. By combining creative direction with technical expertise, I've produced impactful celebrity interviews, red carpet coverage, and influencer projects that captivate audiences. My work with brands like **BET, REVOLT, OUT.COM** and **EBONY** consistently elevates brand visibility, delivering results that resonate with diverse audiences and enhance visual storytelling.

Accomplishments:

- Edited 4K videos of celebrity interviews and red carpets (**SZA, Keke Palmer, Seth Rogan, Lin-Manuel Miranda**, and more), increasing platform visibility and client accounts by over 10k followers.
- Led the full **video production process**, including **scripting, filming, editing, motion graphics, and sound design**, ensuring seamless execution of branded content that consistently maintained **high production standards** and **brand consistency**.
- Delivered **10+ successful digital campaigns**, averaging 12% engagement per campaign, leveraging short-form video editing to enhance viewer retention and engagement

League Twenty Two

June 2023 - Present

Production Coordinator

Expertly curated a high-profile, **multi-city Nike x Olympics Tour** activation and designed custom seeding kits for the **Ice Spice Y2K album release (Capitol Records)**, alongside numerous other impactful experiential marketing events. Collaborated seamlessly with **cross-functional teams** to transform client visions into actionable plans while effectively managing **timelines, resources, and budgets**. Demonstrated exceptional **organizational skills** and **innovative problem-solving**, ensuring smooth operations and guaranteeing flawless **event execution**.

Accomplishments:

- Successfully managed **production management** for large-scale tours, showcasing a strong ability to handle **pre-production, execution, and post-production** processes.
- Oversaw **quality assurance** in project delivery, consistently exceeding client expectations with a focus on **brand alignment** and **creative vision**.
- Identified and mitigated potential issues, enabling seamless events and maintaining **high standards of production quality**.

Phcraybert

2019 - Present

Producer

Excelled in overseeing all aspects of production from **concept development to post-production**, ensuring projects were delivered on time and aligned with **creative goals**. Managed **hiring, budgeting, and logistics** for productions in **television, music videos, commercials, and short films** for high-profile clients, including **LVRN Records, Dreamville, and Starz**. Responsibilities included collaborating with **writers, directors**, and other creative team members to maintain the **creative vision** and guarantee **audience engagement**.

Accomplishments:

- Provided **creative feedback** throughout the production process, ensuring consistency with brand and audience expectations.
- Worked closely with clients to adapt **production plans** to their specific requirements, maintaining **quality standards** and fostering **audience engagement**.
- Oversaw **quality control** for **localized deliverables**, verifying **technical specifications** and ensuring cultural relevance and consistency with the brand's global standards.

Sample Management Specialist

Oversaw the **production process** for marketing materials, ensuring **quality control, branding consistency, and accuracy** across all digital outputs. Worked with cross-functional teams to streamline workflows and managed **vendor relationships** and budgets to maintain **cost-effectiveness**. Delivered multiple high-impact seasonal campaigns, including **holiday and back-to-school initiatives**, as well as **3D product images** for the website.

Accomplishments:

- Collaborated with **vendors, legal teams, and marketing stakeholders** to streamline **content approval processes** and meet tight **project deadlines**.
- Utilized **Monday.com** to assist freelancers create **3D product visuals**, enhancing the **digital shopping experience** and **brand consistency** across multiple campaigns.
- Managed the **production and quality assurance of digital marketing materials**, driving a 35% **improvement in product page engagement** through effective **media integration and content optimization**.

EDUCATION

Georgia State University

Associates of Arts in Film and Television 2022

CERTIFICATIONS

Google

Project Management 2023

Apple

Apple Certified Mac Technician 2019

PROJECTS

NIKE

Nike x Olympics Tour Activation

THE FIRE INSIDE REVOLT

The Fire Inside Cast Interviews

MUFASA BET/REVOLT

Disney's Mufasa Cast Interview

ONE OF THEM DAYS BET

One of Them Days Cast Interview

STARZ

P Valley Season 2

Dreamville

Earthgang "All Eyes on Me"

LVRN Records

Summer Walker x Lil Tjay "Stressed"

McKinsey & Company

Atlanta Office Commercial

SKILLS

Production Management

Social Media Strategy

Video Editi

Audience Engagement Metrics

Copywriting and Creative Storytelling

Social Algorithms and Trends

Adobe Creative Suite

Final Cut Pro

Asana/Trello/Monday.com
