

JUAN GIRON

AI Creative Producer · Generative Video & Content · Creative Direction
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PROFESSIONAL SUMMARY

AI Creative Producer who turns generative AI into production-grade video, imagery, and brand content at a speed and cost traditional pipelines can't match. Master-level across the full gen-AI stack — Higgsfield, Veo 3, Midjourney, Kling, HeyGen, Suno — producing up to 44 client-ready creative demos in a single day. Grew Zooly's Instagram from 0 to 80,100 with AI-enhanced content, owns creative direction and QA end-to-end, and has directed 250+ creators across national campaigns for major entertainment and consumer brands.

CORE SKILLS

AI creative direction & production · Generative video & imagery (Higgsfield, Veo 3, Kling, Midjourney, HeyGen, Seedream) · AI audio (Suno) · Short- & long-form video · Social content strategy (Instagram, TikTok, YouTube, LinkedIn, X) · Creative direction for creators, editors & designers · Brand standards & creative QA · Lifecycle automation (ManyChat) · Analytics & performance optimization · Graphic & merch design (Adobe Creative Suite)

TOOLS & PLATFORMS

Higgsfield AI · Google Veo 3 / 3.1 · Midjourney · Kling · HeyGen · Seedream · Suno.ai · Adobe Creative Suite (Photoshop, Illustrator, InDesign) · CapCut · Meta Business Suite · ManyChat · Canva · Mailchimp · Google Workspace

PROFESSIONAL EXPERIENCE

AI Creative Producer / Creative & Production Lead — Zooly.ai

2023 – Present · Los Angeles / Orange County, CA · Early-stage AI startup

- Produce expert-level AI video and imagery (Higgsfield, Veo 3, Kling, Midjourney) — up to 44 client-ready demos in a single day — delivering production-quality creative at a fraction of traditional time and cost.
- Grew Instagram from 0 to 80,100 followers through an organic, AI-enhanced content strategy across Instagram, TikTok, YouTube, LinkedIn, and X.
- Direct brand tone, messaging, and visual guidelines, and run final QA on all creative before release.
- Built and manage Instagram automation in ManyChat (new-follower DM, comment-to-DM, and Story-reply flows), capturing and segmenting leads and tracking opens, clicks, and conversions.
- Represented Zooly at Licensing Expo 2026, sourcing and booking 20+ partner meetings with major brands — Warner Bros. Discovery, SEGA, Activision Blizzard, Coca-Cola, and PBS Kids.
- Produce AI-generated garment and collectible mockups and support merch product demos and launch storefronts.

Influencer Campaign Manager — Hustle Division

2023 – Present

- Direct and manage 250+ creators across national campaigns for major entertainment and consumer brands — outreach, onboarding, approvals, and posting oversight.
- Produce performance reports on reach, engagement, and creator-level metrics; recognized for accuracy, speed, and execution.

Graphic Designer — Supacolor

2022 – 2023

- Designed production-ready graphics for print and apparel manufacturing on fast-turnaround deadlines, delivering consistent, brand-aligned visuals.

EDUCATION

Bachelor of Arts in Graphic Design — California State University, Northridge (CSUN), 2022