

# FABIÁN SANTIAGO FALLA-TAFUR

Filmmaker & Video Editor | Marketing for Film Industry & Digital Content

## WORK EXPERIENCE

### MARKETING INTERN

United International Pictures (Universal and Paramount Pictures)  
2026

- Content editing; created an animated motion of the company logo.
- Event logistics and coordination for special screenings and premieres.
- Database management, budget tracking, invoicing and purchase order support.

### AUDIOVISUAL & AI-GENERATED CONTENT PRODUCER FOR BRANDS

SAGRAV LATAM  
2025

- Video editing for digital pieces aimed at brand content.
- AI-generated content creation using generative artificial intelligence tools.
- Creative planning of concepts and scripts for campaigns.

### AUDIOVISUAL DIRECTOR

Notaría Sexta de Bogotá  
2024

- Video editing for institutional pieces and internal content.
- Website design and maintenance using WordPress.

### LOCAL PRODUCTION ASSISTANT - AMERICA EXPRESS ROMANIA, SEASON 6

Eccholine  
2023

- On-set support for the director and program host, managing translation, local coordination and communication.

### CONTENT EDITOR

Universidad de La Sabana  
2021 - 2023

- Posts writing and management for Law and Political Sciences graduate programs.
- Content support for the Byunisabana project.
- Live transmissions for the Faculty of Communications.
- Video editing for Open Campus promotional pieces.

## REFERENCES

**Mónica Estrada**  
General Manager, United International Pictures

**Sergio Pinzón**  
Sales Coordinator, United International Pictures

\*References available upon request.

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Audiovisual and Multimedia Communicator, video editor and filmmaker with experience in marketing for film studios (Universal and Paramount Pictures). Specialized in content creation and editing, influencer management, and data analysis. Skilled at coordinating complex projects, combining creative vision with rigorous execution in fast-paced environments.

## EDUCACIÓN

### AUDIOVISUAL AND MULTIMEDIA COMMUNICATION

Universidad de La Sabana  
2021 - Present

### EMPHASIS IN BUSINESS ADMINISTRATION

Universidad de La Sabana  
2023 - 2025

### ACADEMIC ACHIEVEMENTS:

- Film Production scholarship, Vancouver Film School (2023, not pursued).
- Nominated for the Prisma Award for best university project - Universidad de La Sabana (2026).
- Advanced Excel diploma - Universidad de La Sabana (2023).

## SKILLS

- Video editing and motion graphics.
- Colorization and basic sound design.
- Marketing and content strategies for brands.
- Data analysis with advanced Excel.
- Use of AI generative tools for content.

### LANGUAGES:

- Spanish (native)
- English (C1)

## TOOLS

