

MELANIE L. ESCOBAR

CREATIVE PRODUCER, WRITER, DIRECTOR

DENVER, CO | 720-272-1201 | MELANIEL.ESCOBAR@YAHOO.COM | [LINKEDIN](#) | [MEL'S WEBSITE](#)

STORYTELLER ■ VIDEO PRODUCTION ■ CONTENT STRATEGY

I am an award-winning Creative Producer, Director, and Strategic Storyteller with 15+ years of experience leading video production, branded content, and integrated advertising campaigns across broadcast media, digital platforms, and corporate marketing environments. I transform brand objectives into compelling visual narratives, driving audience engagement, campaign performance, and measurable revenue growth. I have partnered closely with Sales, Marketing, and Communications teams to develop creative strategies, direct production teams, and deliver high-impact multimedia content that strengthens brand visibility and market reach. Known for combining creative vision with operational discipline, I lead projects from concept development through production and post-production while aligning stakeholders, managing complex shoot logistics, and ensuring high-quality creative outcomes.

KEY ACCOMPLISHMENTS

- Drove 20–30% year-over-year revenue growth by developing strategic advertising campaigns at Comcast Advertising.
- Increased regional advertising sales 10–15% by leading concept development and production of campaigns across Southwest.
- Produced award-winning creative campaigns, earning multiple Telly Awards, MarCom Awards, and a Regional Heartland Emmy.
- Delivered national broadcast and branded content for major media networks including NBC, CBS, HBO, and The Food Network.

SKILLS

Creative Strategy ■ Brand Storytelling ■ Advertising ■ Directing ■ Production Management ■ Editing ■ Client Collaboration ■ Contractor Crew Management ■ Commercial Production ■ Video Direction ■ Scriptwriting ■ Content Development ■ Adobe Premiere ■ After Effects ■ Final Cut ■ Camera production systems ■ Social video strategy ■

CAREER IN ACTION

CREATIVE PRODUCER, WRITER, DIRECTOR, MARKETER MELANIE ESCOBAR CREATIVE, LLC | 2025 – PRESENT

Work with small businesses in leading Creative Marketing and Advertising Content Development that aligns with their business goals. I am a partner to Business Owners, Marketing Managers, and Media Agencies, sharing the common goal of helping our clients build a presence, strengthen their brand, and succeed in reaching business goals.

- Brings thoughtful, highly creative vision to client's Advertising and Marketing Creative, weaving storytelling into strategic branding, messaging and engagement.
- Demonstrates a high level of creative nimbleness and flexibility, navigating diverse timelines, budgets, and team workflows.
- Specialist in creating content for multi-channel marketing by producing video content for social media, managing website content, and designing marketing banners, posters, and event flyers.
- Demonstrates adaptability and elevated creativity using programs like Adobe Creative Suite, Illustrator, and Canva.

CREATIVE PRODUCER, DIRECTOR, STRATEGIST COMCAST ADVERTISING | 2021 – 2025

Led creative development and production for integrated advertising campaigns, partnered cross-functionally with Sales, Marketing, and Social Media teams to deliver strategic video and branded content solutions and opportunities aligned with client goals.

- Drove campaign concept development, scriptwriting, directing, and post-production editing for commercial and digital video assets that strengthened brand storytelling and audience engagement.
- Contributed to 20–30% year-over-year revenue growth, delivering elevated creative and increased campaign performance.
- Produced award-winning advertising content recognized for excellence in creative development and visual storytelling.
- Built and led production teams, directing talent and crew, and managing complex shoot logistics across multiple markets.
- Collaborated with stakeholders to translate marketing objectives into compelling strategies that supported business growth.

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CREATIVE LEAD & PRODUCER COMCAST | 2014 – 2021

Led creative strategy and production for in-house agency, focused on regional advertising campaigns across the Southwest, partnering with clients and internal teams to deliver scalable marketing content and branded video storytelling.

- Facilitated creative brainstorming, developed campaign concepts, and built persuasive presentations to secure partnerships.
- Directed video project shoots from concept through final delivery, managed budgets, timelines, and production crews.
- Generated 10–15% increases in advertising sales through cost-efficient creative strategies and visually compelling content.
- Produced scalable content for emerging markets, enabling Sales and Marketing to accelerate client growth opportunities.
- Partnered with Internal Communications and Social Media teams to develop original content and increase brand visibility.

INTERNATIONAL CASTING PRODUCER HIGH NOON ENTERTAINMENT | 2013 - 2013

Casting Producer of international talent for Travel Channel reality television series “Extreme Waterparks”. Recruited, interviewed, and cast show participants, while producing talent and developing storylines for series producers and network executives.

- Scouted talent across the globe, directed auditions, and developed character narratives for engaging episodic storytelling.
- Produced and edited casting reels and episodic pitch materials for network executives storyline and budget approvals.

CREATIVE SERVICES PRODUCER KUSA 9NEWS (NBC AFFILIATE) | 2011 – 2013

Produced, wrote, and edited content promoting newscasts, community events, and social media initiatives that drive viewership.

- Crafted targeted promo copy and video campaigns designed to increase ratings, retention, and audience awareness.
- Collaborated with producers, on-air talent, and reporters, to develop creative content that aligned with station strategy.
- Awarded a Regional Heartland Emmy Award for outstanding promotional campaign supporting newscast programming.

EARLY CAREER

FIELD PRODUCER / CASTING PRODUCER / PRODUCTION COORDINATOR
FREELANCE | 2008 – 2011

MULTI-MARKET PROMOTION & MARKETING PRODUCER / WRITER / EDITOR
FOX SPORTS NET | 2004 – 2008

ASSOCIATE PRODUCER, CREATIVE SERVICES
KDVR FOX 31 | 2000 – 2004

PRODUCTION ASSISTANT
HARLEY-DAVIDSON MOTOR COMPANY | 1998 – 1999

EDUCATION

BACHELOR OF ARTS, BROADCAST & ELECTRONIC COMMUNICATIONS
MARQUETTE UNIVERSITY | MILWAUKEE, WI

AWARDS

TELLY AWARDS - 2026, 2023, 2022, 2021, 2020, 2019, 2017, 2015
MARCOM AWARDS - 2021, 2023
REGIONAL HEARTLAND EMMY – 2013

AFFILIATIONS

COLORADO FILM & VIDEO ASSOCIATION | COLORADO AD CLUB | REGIONAL ACADEMY OF TELEVISION ARTS & SCIENCES