

# PATRICIO TREJO LERDO

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[vimeo.com/mocosoco](https://vimeo.com/mocosoco)

## EXPERIENCE

- 2023 -  
CURRENT **WORLDWIDE CONCEPTS PRODUCTIONS**  
**PRODUCTION MANAGER, CA REP**
- Lead business development with West Coast clients.
  - Manage and direct projects across commercial, documentary, and music video formats.
- 2017 -  
CURRENT **MOCOSO CO.**  
**FREELANCE DIRECTOR, PRODUCER**
- Create a variety of short films, music videos, commercials; oversee projects from concept through delivery
  - Coordinate/direct crews of 5-50 people at a time in multi-day productions, often working 2 to 3 productions at a time
  - Freelance on set for commercials (Adidas, Nestle, McDonalds, Trojan, Discovery etc.) in Production, Editing, Lighting and Camera Depts.
- 2022 -  
2024 **INSTAR MARKETING (REMOTE)**  
**EDITOR, COLORIST**
- Edit short videos and color grade footage for social media and digital ad campaigns
  - Deliver material quickly, usually within a few days, sometimes hours
- 2023 **CANNELLA MEDIA (REMOTE)**  
**EDITOR, COLORIST**
- Cut a variety of 15-30 second TikTok ads for social media campaigns, 5-10 ads per week
- 2020 **KTBO (HYBRID)**  
**ASSISTANT DIRECTOR/EDITOR**
- Worked on 3 to 4 client productions per month (Mattel, Kelloggs, Pringles)
- 2017 -  
2019 **LITTLE GIANT LIGHTING & GRIP**  
**SHOPHAND, FREELANCE GRIP & ELECTRIC**
- Loaded trucks, took inventory of gear, delivered gear and trucks around the bay
  - Freelance Grip and Electric on many commercials, films, and corporate content

## SKILLS

- Fluent in Spanish & English
- Screenwriting, Directing, Acting
- Lighting (Studio, Natural & Stage)
- Editing (Video & Photo) | AdobeSuite/DaVinci
- Producing for a range of budgets (1k -150k)

## EDUCATION

### SAN FRANCISCO STATE UNIVERSITY

BA in Cinema - Specializing in Screenwriting and Production

### ONLINE COURSES (Producing, Editing)

Despega Creative Business & Sales, Color & DR Workflow, Freelance Filmmaker

### CITY COLLEGE OF SAN FRANCISCO

Complementary classes in Cinema, Photojournalism and Acting

## RECENT PROJECTS

- 2026 **CALIFORNIA MIGRATION MUSEUM**  
**PROMO SPOT**  
PRODUCER, VIDEOGRAPHER  
(IN POST-PRODUCTION)
- 2026 **CENTRO LATINO NAT. PROGRAM**  
**PROMO DOCUMENTARY**  
DIRECTOR, PRODUCER
- 2025 **ADIDAS FMF - COMMERCIAL**  
**WORLD CUP CAMPAIGN**  
• PRODUCER, FIXER
- 2025 **"ROSAS O REVOLUCION" - MUSIC VIDEO**  
- PRODUCER, DIRECTOR  
(PRODUCED 3 MORE AT SAME TIME)
- 2025 **"BOA'S CVC - AD CAMPAGIN**  
**SOCIAL MEDIA CAMPAIGN**  
-PRODUCER, DIRECTOR, EDITOR
- 2025 **"THE TASTING ROOM" | TV SERIES**  
- CO-WRITER, DIRECTOR  
(IN DISCOVERY)
- 2025 **"FOR FREE?" | PROOF OF CONCEPT**  
**SHORT FILM/EXCERPT**  
- CO-DIRECTOR, PRODUCER  
(IN POST- PRODUCTION)
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- 2024 **"BETTY YEE FOR GOVERNOR**  
**CAMPAIGN LAUNCH AD**  
- PROD. COORDINATOR
- 2024 **KENZO MATCHA | DIGITAL AD**  
**SPEC PROJECT**  
- DIRECTOR, EDITOR
- 2024 **VICKY FANG | SIZZLE REEL**  
**CHILDREN'S AUTHOR**  
- PRODUCER, DIRECTOR, CAMERA, EDITOR
- 2024 **"LOU" | DOCUMENTARY**  
- DIRECTOR, EDITOR  
(IN POST-PRODUCTION)