

Armando Maldonado

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Executive Producer Profile

Strategic and client-oriented New York-based Executive Producer with a proven track record of building departments, refining systems, and leading cross-functional teams through complex creative and production workflows. Known for driving operational clarity, optimizing budgets, and fostering high-performing, collaborative teams that elevate brand expression. Deep experience in both in-house and agency settings, with fluency across photo, video, CGI, and VFX pipelines.

Unparalleled commitment to outcome-driven production solutions, organizational growth, and long-term creative partnerships. Adept at working alongside founders and C-level leaders to implement scalable infrastructure, maintain creative integrity, and support company-wide evolution.

Key Skills:

- Department Leadership & Executive Strategy
- Budget Creation & Fiscal Oversight
- Pre-, Post-, and Live Production Expertise
- DAM & Airtable System Implementation
- CGI, Film, Photo & VFX Production
- Cross-Functional Collaboration & Team Growth
- Staff Development & Mentorship
- Vendor Relations & Contract Negotiation

Professional Experience

Sol de Janeiro, New York, NY

Executive Producer

July 2023 – Present

Executive leader responsible for building and running Sol de Janeiro's entire production organization during a period of rapid brand growth and internal change. Lead the production department, reporting directly to the CCO and partnering closely with both the CCO and CMO to translate creative vision into actionable, efficient production strategy. Present plans, timelines, and execution frameworks at the executive level to ensure alignment across departments. Oversee all production activity across pre-production, post-production, in-house studio, digital asset management, and campaign execution.

- Architected Sol de Janeiro's first fully integrated production department—uniting pre-production, post-production, studio, and DAM under one streamlined infrastructure.
- Recruited and structured a senior team across disciplines; hired a Director of Post-Production, multiple producers, studio and DAM leads, and implemented clear org design across functions.
- Introduced a company-wide Airtable system tracking every production asset from briefing through delivery, usage, rights management, and DAM upload—now the source of truth for all cross-functional teams.
- Built end-to-end tracking and analytics systems to monitor asset usage, licensing expiration, and non-utilized content to inform future marketing briefs and reduce waste.
- Oversaw production budgets totaling \$15.7M in 2024 and \$23M in 2025, establishing fiscal ownership across all sub-departments and leading strategic forecasting across production and post.
- Partnered with sustainability leads to reduce environmental impact—initiating recycling and reuse programs for sets, wardrobe, and on-set materials.
- Reinvented the brand's pre-production capability, onboarding seasoned producers to guide complex domestic and international shoots while upskilling internal talent.

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- Established a new studio management model to maximize use of Sol de Janeiro's in-house capabilities and centralize production tracking.
- Cultivated a team culture based on mutual respect, proactive solutions, and radical ownership—with a high-touch leadership approach and open communication.
- Recognized by executive leadership and cross-functional teams for bringing operational clarity, creative partnership, and production excellence to every campaign.

School House, New York, NY

Executive Producer – 2018 to 2022

Director of Creative Production – 2017 to 2018

Art Director – 2016 to 2017

Designer – 2015 to 2016

Junior Designer – 2015

First hire at boutique creative agency; built the creative production department and grew it into a key revenue driver. Led end-to-end creative development, budgeting, and execution for advertising campaigns across beauty, fashion, and lifestyle.

- Grew production revenue to \$6.5M by 2022, including all hard costs, during a period of global instability.
- Managed team of 16 creatives, including in-house photo, video, CGI, and post-production staff.
- Produced 90%+ of agency content; key clients included La Mer, Dr. Dennis Gross, JVN, Joanna Czech, and Clinique.
- Played pivotal role in the company's acquisition by private equity, driven by the strength of the production division.
- Negotiated all client production contracts; built lasting relationships with top-tier vendors and collaborators.

Paul Smith, New York, NY

US Visual Designer – 2014 to 2015

Concepted and implemented monthly retail window displays across U.S. locations.

Saks Fifth Avenue, New York, NY

Designer & Window Production – 2013 to 2014

Partnered with cross-functional teams to develop flagship visual campaigns.

Fresh, Inc. (LVMH), New York, NY

Designer & Producer – 2010 to 2013

Managed visual merchandising, event production, and brand campaigns across North America.

Ralph Lauren, New York, NY

Designer & Window Production – 2010 to 2013

Styled key retail windows and supported in-store fashion show execution.

Additional Experience

Professional Ballet Dancer

San Francisco Ballet / Ballet Austin – 2005 to 2010

Education & Credentials

Bachelor of Arts

University of New Mexico, Albuquerque, NM

Graphic Design & Adobe Suites

Parsons, New York, NY

Leadership Strengths Adobe Creative Suite (Premiere Pro, InDesign, Illustrator, Photoshop), Microsoft Office, Keynot