

Mauricio Macal

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My goal is to create and promote unique experiences through mixed media, leveraging my 20+ years of multidisciplinary production experience. There is so much to be done as the wilds of technology continue to innovate.

I seek purpose-driven teams in competitive industries that motivate me to deliver my best and the best possible results for the projects at hand.

Improving (formerly MangoChango)

Dec 2024 – Present – Business Development
Dallas, TX, USA – Based in Guatemala City (Hybrid)

- Building a new network of clients, sales initiatives, and promotional efforts for a growing software development consultancy.
- Leveraging previous experience in FinTech, advertising, and app development to expand outreach and client engagement.

Tag Worldwide

Nov 2023 – Oct 2024 – Studio Manager, Creative Studio
New York, NY, USA – Based in Guatemala City (Remote)

- Joined the Creative Studio team to plan, execute, and deliver fast-paced multimedia projects with a remote talent pool of 20+ copywriters, designers, animators, and creative directors across Latin America and Spain.
- Produced animations, web design assets, print materials, and C-suite presentations for:
Moderna · Heineken · DoorDash · Citizens Bank

PayPal

Jan 2020 – Apr 2022 – Producer, Creative Content & Transcreation
Guatemala City Office

- Promoted within the creative operations team, expanding responsibilities in international marketing campaign production.
- Collaborated with Sales, Communications, Product, and Engineering teams to produce animated internal communications, product iconography, and branded design assets.

Demo Reel: <https://vimeo.com/705439484>

Xoom, a PayPal Service

Nov 2015 – Dec 2019 – Project Manager, Brand Team
Guatemala City Office

- Created and organized production workflows using Asana and Jira for marketing and brand communications.
- Produced localized creative assets for key markets—Mexican, Filipino, and Indian audiences.
- Searched, vetted, and onboarded international vendors to elevate production quality at cost-efficient rates.
- Led the in-house creative team through briefing, brainstorming, and concept development.
- Delivered digital and broadcast campaigns in multiple languages (written and dubbed).
- Managed budget forecasting and on-site productions in Uruguay, Jamaica, and San Francisco.
- Negotiated licenses for voice-over, acting talent, music, and stock footage.

CG Armada

Mar 2008 – Oct 2014 – Founder / Director
Guatemala City, Guatemala

- Founded a visual effects learning resource and authorized software reseller.
- Promoted digital art to a new generation of designers while supporting emerging boutique studios serving local and international clients.

Authorized Reseller: Adobe® · Autodesk® · The Foundry®

Guest Seminars:

- Mark Goerner – “Pintura Digital” (March 2008)
- Joel LeLièvre – “Boceto a 3D” (March 2009)
- Joaquin Escandon – “3DFX 4 TV Ads” (October 2009)

- **CANCHA (2010):** <https://vimeo.com/702399398/b0a78a95ac> – Produced all CG environment spot on a rushed timeline of 7 days.
- **Sickboy LLC Apr 2010 – Apr 2011 - Associate Producer for Feature Film**
Independent Horror Film
Liaised with independent investors to raise funds for a feature film, written and directed by [Tim T. Cunningham](#).

Studio (C)

Dec 2003 – Sep 2009 - VFX Coordinator to Studio Production Manager

Part of the initial core team for the first VFX production company in Central America, working for Hollywood Studios. Coordinated in-house artist team (*6 to 30 individuals*) assigned matte painting set extensions based in the Guatemala City office with Los Angeles-based composite freelancers (*4 to 6 individuals*). Organized daily reviews with the art director to collect notes and distribute assignments to the teams. Analyzed shot breakdown to cost out upcoming shows. Led communication with clients while under contract with Universal Pictures, DreamWorks, and Warner Bros. from project start to delivery.

Demo Reel: <https://vimeo.com/291844016>

For Movie Credits: www.imdb.com/name/nm2073740/

Academic:	La Fototeca / Photography School	Jan 2019 – Jun 2020 Guatemala City, Guatemala
	PIF / Photography Certificate	
	University of Irvine	Dec 2018 Online
	Project Management – P.M.I.	
	Universidad Galileo (studies)	Jan 2008 – Dec 2010 Guatemala City, Guatemala
	Technical degree in Design and Communication	
	Universidad Rafael Landívar	Jan 2001 – Dec 2003 Guatemala City, Guatemala
	Advertising / Marketing	
	Universidad San Carlos	Oct 2003 – Jan 2004 Guatemala City, Guatemala
	Technical degree in Television Production.	

Work Skills: SCRUM Master Certification 2025. Project Management Platforms: Jira, Asana, DI Studio, Smartsheet, G Suite, Microsoft Office.

Adobe® Suite – Premiere Pro ACI trainer, Photoshop, Portrait, and Product Photography.

Bilingual: Spanish (native) – English (native) – Portuguese (beginner).

Personal Interest: Photography, Travel, Writing, Biographies, Technology.