MANUEL TERRERO

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SUMMARY

Creative and delivery-focused professional with 8+ years across branded content, client discovery, and cross-functional execution. Known for turning stakeholder goals, audience needs, and constraints into clear briefs, messaging direction, and production-ready plans. Experience includes marketing and social video production for a home builder and high-visibility CNN programming support with rigorous quality, asset management, and stakeholder alignment. MBA candidate at Georgia Tech.

PROFESSIONAL EXPERIENCE

CNN | Media Specialist and Editor | Atlanta, GA **Dec 2023 - Present**

- Manage end-to-end media workflows (ingest, transcode, versioning, delivery) for high-visibility programming and promotional content supporting global broadcasts.
- Partner with editorial, marketing, production, and engineering to align requirements, deadlines, and last-minute changes; drive clarity on next steps and handoffs.
- Perform quality control across audio/video, captions, and metadata to meet brand, accessibility, and broadcast standards; document issues and recommend fixes.

Opendoor | Real Estate Consultant | Atlanta, GA| **Jan 2022 - Dec 2023**

- Managed an active pipeline of customer transactions, coordinating across inspection, pricing, and closing teams to remove blockers and keep timelines on track.
- Used CRM and workflow tools to maintain accurate records, deadline visibility, and clear next-step ownership; surfaced recurring pain points to improve the client experience.

Zillow | Renovation Estimator | Atlanta, GA **Jun 2020 - Jan 2022**

- Built renovation scopes and cost estimates, synthesizing inspection notes and photos into clear line-item budgets and decision narratives.
- Partnered with project managers and vendors to validate scope, materials, and timelines; flagged risks and scope changes early and maintained clean documentation for handoffs.

Eco Custom Homes | Media Coordinator | Atlanta, GA **Jul 2017 - Mar 2020**

- Led discovery with the business owner to clarify goals, target audiences, and distribution plans for branded and social video content.
- Translated business objectives into creative briefs and production plans; guided early ideation through delivery and publishing.
- Produced and edited marketing videos and supporting materials; ensured consistency and accuracy before launch and updates across channels.

EDUCATION

Georgia Institute of Technology, Atlanta, GA | Master of Business Administration (MBA) **Expected Dec 2028**

Florida State University, Tallahassee, FL | B.S. Media Communication **May 2014**

LEADERSHIP AND DEVELOPMENT

Georgia Tech Real Estate Club (Member) | Georgia Tech Marketing Club (Member)

TOOLS

Adobe Creative Suite (Premiere, After Effects, Illustrator, InDesign) | Microsoft Office (Excel, PowerPoint, Word, Outlook) | SketchUp, Blender | AutoCAD, Revit | SQL, Tableau, R | English and Spanish