

DANIEL HERNANDEZ

PRODUCER / CREATIVE DIRECTOR

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I'm a creative production director and producer with 15+ years of experience building and managing in-house studios and creative teams for leading health, wellness, beauty, and lifestyle brands. My expertise include talent casting and relations, production operations, video, photography, and post-production, supported by hands-on experience in editing, branding, and performance marketing.

From product launches and brand campaigns to performance ads and customer lifecycle content, I develop workflows and post-production systems that help teams scale output while maintaining quality. I bring a collaborative, efficient leadership style, partnering closely with executives and media buying directors to align creative strategy with business goals and improve content performance.

PROFESSIONAL EXPERIENCE

MAGIK | Executive Producer

Jul 2025 – Present

- Build Production Crews, Editing Teams and developed systems and processed for planning, producing and delivering full funnel VSL content.
- Recruit Doctors and other professionals for branded partnership; manage partnership relations and contracts.
- Create and manage budgets, timelines, production briefs and location bookings, shoot logistics for all projects.
- Partner with executives on creative needs for branding and marketing goals.
- Create strategy, and workflow to for efficient creation and content reviews
- Managed team of editors across multiple timezones

L'ANGE HAIR | Creative Production Director

Mar 2024 – Jul 2025

- Built and led an in-house studio and creative team, delivering branded campaigns, e-commerce content, product launch content and assets for retail, acquisition, and retention.
- Managed weekly budgets and shoots; led post-production and recruited, onboarded, and coached creative talent.

L'ANGE HAIR | Creative Director

Jul 2021 – Mar 2024

- Developed campaign concepts with brand and acquisition teams; introduced structured processes and directed production and post-production for consistent creative quality.
- Collaborated with product development on product and packaging design for new launches.
- Worked with executives and directors to create go-to-market strategies for new offers, products and campaigns.

L'ANGE HAIR | Senior Digital Media Producer

Jun 2018 – Jul 2021

- Headed video production; built workflows and trained shooters, editors, and animators to deliver branded and product marketing content, and UGC performance ads.
- Managed the briefing and receiving of affiliate and influencer asset to ingest to our post-production team and oversee edits for performance ads.

OFIR BEAUTY | Creative Production Director

Mar 2024 – Jul 2025

- Directed photo and video production for campaigns, launches, and e-commerce, retail, acquisition & retention.
- Partnered with creative, brand, and marketing directors to produce branded assets, and promotional product content.

Golden Hippo Media | Production Team Manager & Video Editor

Mar 2016 – Jul 2018

LBI Media Inc. | Post Production Video Editor

Apr 2015 – May 2016

DHM Creative Services | Founder/Producer/Director

Sept 2009 – June 2015

CORE EXPERTISE

Creative strategy • Team development • Studio operations • Production planning • Budget management
VSL production • E-commerce creative • Video editing • Post-production leadership • Generative AI

EDUCATION

Bachelor of Science in Digital Filmmaking and Video Production -**The New England Institute of Art**