



Chris Olaciregui

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Multimedia Engineer | AI Strategist & Creative Technologist
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Languages: Spanish (Native), English (Fluent)



PROFESSIONAL EXPERIENCE

Multimedia Lead – Genesis (formerly Rocca Sólida Group)

2021 – Present

- Led the development of high-impact national technology projects integrating multimedia, automation, and digital strategy.
- Directed audiovisual production, web development, and branding for over 20 brands across various industries.
- Implemented AI-driven solutions to enhance internal creative workflows and optimize performance campaigns.

Audiovisual Director – Iglesia Adoración, Barranquilla

2015 – 2021

- Produced more than 100 audiovisual pieces, including institutional and musical content.
- Managed live event broadcasts featuring artists such as Marcos Witt, Ingrid Rosario, and Charlie Cardona.

Freelance – Chris Olaciregui Studio

2003 – Present

- Delivered web development, branding, and automation solutions for clients in Colombia, Europe, and the U.S.
- Created immersive multimedia experiences and integrated custom Web APIs for creative and commercial use.

KEY ACHIEVEMENTS

- Rebranding of Comunidad MDE Church in Medellín, a congregation with over 100,000 social media followers.
- Music video production for renowned artists including Charlie Cardona (over 354,000 monthly listeners on Spotify), Bobby Cruz, and Sebastián Caicedo (brand launch of Sepra).
- Audiovisual direction of digital courses for professional footballer Juan Guillermo Cuadrado (2022), with global reach through his personal and professional networks.
- UI/UX design for the social platform RedBlue (2023).
- Development of intelligent process automation using custom Web APIs.
- Current development of the Museo del Zócalo in Guatapé, one of Colombia's top tourist destinations:
 - Audiovisual production for the project launch
 - Augmented Reality experiences for 30 cultural heritage zócalos

- Design and implementation of the official website platform
- Project supports a new commercial, urban, and touristic complex designed as a landmark cultural city-hub.

TECHNICAL SKILLS

Software & Multimedia: Adobe Creative Suite, After Effects, Premiere, Final Cut, Figma, OBS Studio, ProPresenter

Web Development: WordPress, Shopify, WooCommerce, HTML/CSS/JS, Wix, Web APIs

AI & Automation: RPA, chatbots, virtual assistants, generative AI content

Audiovisual Production: Cinematic direction, audio, lighting, Sony/Canon/Panasonic cameras

Tools: Notion, Trello, Asana, Make, Zapier, Google Workspace, Apple iOS

EDUCATION

Executive Program in AI Strategy & Automation

IA University + MDA Latam, 2025 (Graduating June 2025)

Professional Technician in Media Production

Complementary studies in Professional Photography, Film & TV Direction, Web Development, Digital Marketing, SEO/SEM, Blockchain, and Augmented Reality

PROFESSIONAL TAGLINE

Excellence is the Method. Remarkable is the Result.



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