

ANDRE LALEYE

Creative Lead | Producer / Editor | Creative Strategist

andrelaleye@gmail.com · 727-355-0399 · Los Angeles, CA · andrelaleye.com

PROFESSIONAL SUMMARY

Creative lead and producer with 7+ years taking ideas from brief to impact. Storytelling is the throughline — whether I'm directing a branded campaign, building a documentary series, or shaping a social strategy, I'm always thinking about the narrative first. I've worked with Got Milk?, Chick-fil-A, and HOKA, managed social accounts at six-figure follower scale, and project managed tech development alongside engineers. My work has been recognized at Cannes Lions. I bring both creative instinct and organizational follow-through to run productions, lead cross-functional teams, and deliver work that moves people.

CORE COMPETENCIES

Content Production & Post-Production · Creative Strategy & Direction · Video Production · Art Direction · Social Media Strategy (SMM) · Project Management · Brand Development · Integrated Campaign Management · Live & Webinar Production · Podcast Production & Distribution · Copywriting & Editorial · Stakeholder Presentations & Deck Production · Influencer & Talent Programming · Paid Social (Meta Ads, Google Ads) · SEO / SEM · Web Production (Webflow) · Audio Engineering & Music Production · AI-Assisted Creative Workflows

TOOLS & PLATFORMS

Adobe Creative Suite (Premiere Pro, After Effects, Photoshop, Illustrator) · Pro Tools · FL Studio · Webflow · Notion · Frame.io · Riverside · OBS · Metricool · Meta Ads Manager · Meta Business Suite · Google Ads · Google Analytics (GA4) · Google Workspace · Slack · Keynote · Canva · Miro · MailChimp · WordPress · Audioboom · Spotify for Artists · Apple Music for Artists · Sprout Social · Hootsuite · Chartmetric · MelodyIQ · Midjourney · Runway · ChatGPT · Claude · CapCut

PROFESSIONAL EXPERIENCE

Producer & Editor | Not Impossible Labs (NIL) Venice, CA | Aug 2025 – Present

Key Programs: Access Not Impossible (ANI), Through My Eyes (TME)

- Act as the organization's primary creative across all in-house productions — client shoots, live keynotes, webinars, motion graphics, and editorial — from pre-production through delivery.
- Lead all client-facing deck production and new business creative development.
- Built the new Not Impossible website in Webflow from scratch — leading a team across an 8-week timeline and keeping total costs under \$700 — handling all information architecture, UX copy, and navigation design.
- Post-produced the Not Impossible podcast: edited every episode, designed all graphics, and published across audio and video platforms including YouTube.
- Project managing the Access Not Impossible (ANI) initiative — identifying, nurturing, and activating an influencer partnership that drives both the physical production of tactile Braille restroom maps and an ongoing cross-promotional campaign, alongside a national college activation kit targeting 3D printing clubs.
- Project managing Through My Eyes (TME) — coordinating hardware engineers and AI researchers developing AI-powered wearable tech for skaters with visual impairments, while producing a documentary content series and building a strategic partnership with Vans toward the technology launch.
- Rebuilt the social content pipeline with a batch-production workflow and Metricool scheduling infrastructure, improving team output and cross-departmental coordination.

Content Creator | Oakleaf Productions Huntington Beach, CA | Jan 2023 – Aug 2025

Key Brands: Got Milk?, Chick-fil-A, HOKA, Dr. Pepper, Ulta Beauty, Comcast, X Games, Pacific Surfliner, SouthNorte

- Shortlisted at the Cannes Lions International Festival of Creativity for a case study edit produced for a campaign.
- Directed a 4-part branded content series for Got Milk? as creative director, line producer, camera operator, and editor — high-impact output within a lean production model.
- Pitched and developed a complete creative concept for Got Milk? that became a six-figure brand partnership campaign executed through Espacio.
- Contributed to Chick-fil-A's Red Couch campaign by editing casting tapes into narrative sequences that helped the client identify and finalize the storylines they wanted to build the spots around.
- Managed end-to-end production for the Orange County Transportation Authority account — delivering video, photo, social content, copywriting, and event promotional materials across ongoing campaigns.
- Served as Content Lead for @espacio.live (154,000 Instagram followers) — overseeing creative direction, ideating and pitching brand partnerships, and managing collaborations with Ally Financial, Diet Coke, and McDonald's.

Creative Director & Producer | Pangea United Los Angeles, CA | 2021 – Present

Service Areas: Music Videos, Dance Videos, Portrait Photography, Branded Social Content

- Produce end-to-end content for a range of independent clients — from concept and creative direction through shooting, editing, and delivery.
- Designed and executed paid Meta conversion campaigns for client releases using a front-loaded two-phase budget structure to maximize first-week performance.

Head Mixing Engineer & Creative Marketing Associate | Wesley Chapel Studios Tampa, FL | Jan 2022 – Jan 2023

- Led mixing and post-production across Hip-Hop, R&B, Pop, and EDM projects for regional and emerging artists.
- Developed and executed the studio's marketing strategy, growing bookings and brand presence through social content and community outreach.

Social Media Manager | Modern Day Fitness Tampa, FL | Jul 2021 – Dec 2021

- Developed social media content strategy for NFL quarterback Jameis Winston's coaching brand.
- Grew a new TikTok account to 200,000+ views using platform-native content strategies.

Social Media Manager | Dolman Law Group Clearwater, FL | Jan 2021 – Jul 2021

- Drove a 500% increase in profile visits and website taps in the first month with experimental short-form content strategies.
- Scaled a new TikTok account to 100,000+ views by adapting the firm's messaging to a TikTok-native format.

Content Creator & Social Media Strategist | Supernola Studios Tampa, FL | Jan 2019 – Jan 2021

- Produced end-to-end content for the brand — shooting and editing photos and videos onset — while developing and executing social media growth strategies across platforms.
- Worked on a contract basis managing social channels, delivering consistent content output from production through publishing.

EDUCATION & CERTIFICATIONS

Certificate, Digital Marketing | Thinkful | Online | 2022 – 2023

SEO/SEM, brand development, email marketing, content strategy, Google Analytics

Certificate, Global Business | Harvard Business School Online | Online | 2021 – 2022

Macroeconomics, international business strategy, government and market dynamics

Certificate, Music Industry Essentials | NYU Tisch x Yellowbrick | Online | 2020

Music industry business, A&R, marketing, label operations, artist development