

Jhon Peter Isaza

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PROFESSIONAL SUMMARY

Award-winning Director of Video and Photography with 15+ years of experience in visual storytelling, now pioneering the integration of AI technologies into creative workflows. I bridge the gap between traditional media production and emerging AI capabilities, building custom agentic tools, RAG systems, and AI-powered workflows that amplify creative output without replacing human artistry. My unique position as a non-coder who leverages AI to develop production tools makes me exceptionally effective at translating complex AI capabilities into practical storytelling solutions that creative teams can actually use.

CORE COMPETENCIES

AI & Creative Technology

Custom AI Agent Development • Retrieval-Augmented Generation (RAG) Systems • AI-Assisted Code Development (Python) • Prompt Engineering & Optimization • Agentic Workflow Design • Server/Sandbox Environment Deployment • Database Integration for AI Tools • Multi-Modal AI Applications

Media Production & Direction

Video Direction & Production • Editorial Photography • Motion Graphics • RED Camera Operation (Certified) • Drone Operation (FAA Part 107) • 360° Video Production • Podcast Production • Content Strategy

PROFESSIONAL EXPERIENCE

Director of Video Production & AI Innovation

CRISTA Ministries | October 2021 – Present

- Developed custom AI agents and agentic workflows that streamline content production, reducing pre-production research time by 40% while maintaining creative quality standards.
- Built RAG (Retrieval-Augmented Generation) systems that connect AI tools to organizational knowledge bases, enabling context-aware content recommendations and automated brief generation.
- Leveraged AI coding assistants to develop Python-based production tools deployed in server environments, despite having no traditional programming background, demonstrating the practical power of AI-augmented skill development.
- Created database-integrated AI solutions for media asset management, transforming our photo library into an intelligent, searchable strategic resource.
- Designed innovative interview and production workflows that facilitate seamless collaboration among writers, directors, and editors using AI-enhanced tools.
- Lead editorial photographer for CRISTA Today magazine, helming multiple covers and developing creative briefs for contributors.
- Produced podcast series for YouTube, managing all aspects from concept development to final delivery.

Independent Video Producer & Graphics Editor

Freelance | January 2021 – October 2021

- Directed commercials leveraging narrative storytelling and technical proficiency to produce content that drives campaign objectives.
- Developed engaging social media videos and motion graphics optimized for platform-specific requirements.

Media Production Director

May 2016 – January 2021

- Spearheaded development and distribution of 200+ culinary-themed video segments, each crafted to engage target audiences.
- Directed and produced a 13-episode travel series (Roadfood Adventures) showcasing U.S. tourism, winning Bronze Telly Award.
- Orchestrated video productions for live events and managed diverse teams across commercial shoots.

Senior Video Production Specialist

Seattle Union Gospel Mission | February 2015 – May 2016

- Created compelling human-interest videos for fundraising, marketing, and digital campaigns.

- Pioneered 360° video to create immersive donor experiences, contributing to raising \$2M+ at annual gala.

Independent Video Producer

Freelance | January 2009 – January 2015

Created videos for AllRecipes, Agros International, World Vision, Seattle Storm, and other clients.

AI INNOVATION PROJECTS

Production Workflow Automation

Designed and deployed agentic systems that automate repetitive production tasks, from transcript analysis to shot list generation, freeing creative teams to focus on storytelling rather than logistics.

Intelligent Asset Management

Built RAG-powered search tools that understand natural language queries against media databases, enabling instant retrieval of relevant footage and images based on concepts, not just keywords.

AI-Assisted Development

Utilized AI coding assistants to create custom Python tools and scripts deployed in sandbox environments, proving that domain expertise combined with AI can bridge traditional technical barriers.

EDUCATION & CERTIFICATIONS

Bachelor's Degree, Cinematography and Film/Video Production, Corporación Universitaria UNITEC (2000-2004)

Certificate, Digital Communication and Media, University of Washington (2010-2011)

Content Strategy Certificate, University of Washington (2016)

FAA Part 107 Remote Pilot License, Federal Aviation Administration (2019)

RED Camera Certified Operator

AWARDS

Telly Award, Online General-Travel/Tourism: Roadfood Adventures: The Forgotten Coast (2019)

Bronze Telly Award for Directing: Roadfood Adventures (2019)