

# Jhon Peter Isaza

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## PROFESSIONAL SUMMARY

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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

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### 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

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### 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**

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### **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**

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**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**

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

Bronze Telly Award for Directing: Roadfood Adventures (2019)