

PAULINA TOXTLI

CREATIVE PRODUCTION & POST / SENIOR MOTION DESIGNER

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PROFILE

Senior Motion Designer and Audiovisual Producer with 9+ years of experience bridging creative execution and production coordination for digital campaigns. Experienced in structuring motion workflows, aligning cross-functional teams, and delivering scalable content systems for global brands including Netflix, Infiniti, Palacio de Hierro, Mabe, and Coca-Cola.

PROFESSIONAL EXPERIENCE

MONKS

Aug 2023 - Present

- Lead end-to-end motion development for always-on social content for Netflix Latin America, ensuring brand consistency and on-time delivery across platforms
- Translate campaign guidelines into scalable motion systems, ensuring teams stay aligned and projects move efficiently from brief to delivery
- Collaborate directly with client and cross-functional teams to manage feedback cycles and maintain efficient workflows
- Support real-time content coverage for live events and junkets, delivering high-volume assets under tight deadlines

AUDIOVISUAL DEVELOPER SR.

NOBOX

Jul 2021 - Jul 2023

- Developed social-first audiovisual content for Netflix Latin America
- Contributed to concept development and internal/client presentations
- Collaborated with Creative Directors and account teams to align ideas with production feasibility

SENIOR AUDIOVISUAL CREATOR

SPARKLING

Nov 2020 - Jun 2021

- Produced social-first content for Mabe and io Mabe, collaborating closely with Art Direction
- Executed motion and video assets across formats while ensuring visual consistency and timely delivery

MOTION DESIGNER

TERAN/ TBWA

Sep 2019 - Oct 2020

- Led motion execution for Infiniti and Palacio de Hierro campaigns
- Developed scalable motion systems for digital platforms
- Collaborated with creative, strategy, and production teams to deliver campaign assets

MOTION GRAPHICS

KTBO/COLA COLA MH

May 2017 - Aug 2019

- Developed always-on social content for the Coca-Cola portfolio (Fanta, Fresca, Mundet, AdeS, Coca-Cola).
- Collaborated within creative duplas to execute brand-aligned digital assets across multiple platforms.

MULTIMEDIA DESIGNER JR.

EDUCATION

2012 - 2016

Bachelor's Degree in Animation and Digital Art

Instituto Tecnológico de Estudios Superiores de Monterrey Campus Guadalajara

2025

Máster Online de IA para creativos

Founderz AI Business School

SKILLS

CORE SKILLS: Motion Systems | Social-First Campaigns | Production Coordination | Workflow Management | Concept Development

TOOLS: After Effects | Premiere | Photoshop | Figma | AI Tools | Workflow & Collaboration Tools

LANGUAGES: Spanish – Native | English – Professional Working Proficiency