Óscar Betancourt

Creative and content director

Execution and distribution.

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01
Profile

I direct and produce audiovisual content, from idea to delivery: twenty-two years in audio and nine in video. I design workflows and automations with AI for myself and for my team.

02
Selected work

- **AI video showreel** *(2026)*
  Concept, iteration and editing.
- **Bismarck** *(restaurant content series, 2025)*
  Food and lifestyle content series for the Bismarck restaurant: wings, coffee and house dishes, for social media and in-store screens.
- **La Maquila Erótica Vol. 2** *(documentary)*
  Filming and editing.
- **Climate Uncensored**
  Editing of the interview with Greta Thunberg and Kevin Anderson, and of the one with Johan Rockström.
- **MultiLingual Magazine** *(Season Series)*
  Concept, production and team coordination. Training for filming: microphone, light and framing. The series and the twenty-four-hour live marathon. Also the magazine's motion graphics promo (2023).
- **DVACI** *(AI explainer)*
  Script, editing, motion graphics and animated titles.
- **Kale Anders** *(YouTube channel for learning English)*
  Training for filming; editing and animation of the channel's first thirteen videos. One of them has over eleven million views (August 2026).
- **Joana Aclara** *(YouTube channel for learning German)*
  Channel creation, production and marketing. Monetized after eight months and around one hundred thousand subscribers in about a year.
- **Video portraits** *(2019)*
  Concept, production and editing based on Andy Warhol's video portraits.
- **EN LA MODA – E01** *(Eilean Brand)*
  Concept, filming, editing.
- **Mexdress** *(fashion film)*
  Production and editing.

03

Experience

MAY–SEP 2026

Automation with AI agents · Devio / PatronPro

Client onboarding and operations; I directed my own AI agents.

2022–2026

Endangered Alphabets

Video editing and live streaming, including World Endangered Writing Day (2024 and 2025).

2025–2026

Arena Querétaro

Producer, editor and webmaster. Video and website.

NOV 2025–FEB 2026

Doxa Wear

Producer, editor and webmaster. Video, product and website.

JUN 2025–JAN 2026

AF High Definition Car Care

Producer, editor and webmaster. Video, second location and website.

2025

Solar Casa Creativa (co-founder)

I trained the team: editing in DaVinci Resolve, generative AI for images and video, and agents for uploading content and creating the ads.

2021–2023

Climate Uncensored

Editing of the interview with Greta Thunberg and Kevin Anderson (2022) and of the one with Johan Rockström; website.

2021–2023

Dope Ropes (Shibari MX)

Video editing and publishing for their YouTube channel, and intro animation.

2020–2022

Nimdzi Insights

Video editor. I presented and defended concepts each week for the channel's multilingual series: brand kit, concept and several options per round.

2020–2022

Joana Aclara

YouTube channel for Spanish speakers learning German that I created: monetized after eight months and around one hundred thousand subscribers in about a year.

2017–2019

Kale Anders

Editing and animation for the first thirteen videos on his channel for English lessons.

2014–2015

La Barriada Bar

Social media and marketing.

Streaming and live production

2020–2021

Season Series · MultiLingual (magazine)

Panel series and twenty-four-hour live marathon: technical coordination, streaming to multiple platforms and publishing on YouTube.

JAN 2024 AND JAN 2025

World Endangered Writing Day · Endangered Alphabets

Live streaming of the first edition and video editing for the second.

Audio, music and photography

2004–2026

Live audio engineer and technician

Grupo Alharaca, La Encrucijada Rock House, La Barriada Bar, Reto Rock Qro and freelance work in Querétaro.

2008–2026

Vocalist

Mojo Kats, Materia Dispuesta and Bluestation.

2013

Photographer · Samendo

Photography and social media, from September to December 2013.

04

Direction, campaigns and paid media

Campaign direction

FROM START TO FINISH

Campaigns on Google, Facebook, Instagram and TikTok

Pre-production, production, editing and marketing. Brands: Yolli, Doxa Wear, Arena Querétaro and AF High Definition Car Care.

TIKTOK ADS

Campaign assets

Campaign assets, including those for Align Probiotic. The team ran those campaigns.

2014–2015

La Barriada Bar · Meta Ads

Paid social campaigns and management of their social media.

2021–2022

Joana Aclara · Google Ads

Campaigns for the German lessons channel.

2025–2026

Doxa Wear · paid campaigns

Campaigns for a clothing brand and its client portal: an ads management dashboard on the Google Ads API and the Analytics Data API.

2025–2026

AF High Definition Car Care · paid campaigns

Campaigns for a local automotive care business and the results dashboard on the Google Ads API.

2025–2026

Arena Querétaro · Google Ads tools

Scripts and API credentials for the Google Ads manager account.

Accounts, data and research

ACCESS

Google Ads API

Developer credentials and OAuth configured; API access to ad and social media accounts.

2025–2026

Campaign dashboards

Reporting dashboards on the Google Ads API and the Analytics Data API for Doxa Wear and AF High Definition Car Care.

WEB COLLECTION

Bright Data and Apify

Site crawling and public data collection for research and content.

RESEARCH

PatronPro · Collaborators OS

Scheduled sources that collect public data from YouTube, Facebook, Instagram and TikTok for market and audience studies.

CRM AUTOMATION

Kommo and GoHighLevel

Automations built inside client CRMs on both platforms: pipelines, messaging and the steps that run on their own.

05
Software Development

RAG — Knowledge and operations layer
PRIVATE PLATFORM LIVE · IN DAILY USE · COMMERCIAL VERSION IN DEVELOPMENT

- Private knowledge base in Rust and PostgreSQL; answers with sources in under a second.

AutoCotizador — Multimodal vehicle damage assistant
WORKING PRIVATE PROTOTYPE

- Multimodal chatbot and quoter, with a human review portal.

Voice agent — Local assistant environment
WORKING PRIVATE SYSTEM · IN DAILY USE BY SEVERAL AGENTS

- Local server with AI voices: I speak, it transcribes, the agent answers by voice.

Vision harness — Screen grounding for agents
PRIVATE TOOL · IN DAILY USE BY SEVERAL AGENTS

- UI element detection system for computer-use assistance for AI agents.

Whisper-VTT — Local speech to subtitles
TOOL IN USE · FORERUNNER OF THE VOICE AGENT · MACOS AND WINDOWS

- Cross-platform Electron desktop app: transcribes audio with Whisper large-v2 locally and, when there is no GPU, with a cloud model. Local and cloud models, chosen by the user or as a fallback.

Job Monitor — Job opportunities
SYSTEM IN USE · PYTHON AND POSTGRESQL · DELIVERED BY TELEGRAM

- Collects job opportunities, filters them and delivers them by Telegram.

06
Selected sites

Arena Querétaro
Landing pages and digital presence for the arena: a static Next.js export, deployed and maintained.

Doxa Wear
Website for a B2B uniform manufacturer and the client portal for its campaigns: an ads management dashboard in Next.js 14, on the Google Ads API and the Analytics Data API.

AF High Definition Car Care
Static site built with Next.js and a campaign performance dashboard.

Climate Uncensored
Climate change as it is. Prof. Kevin Anderson and Dr. Dan Calverley. Site development and maintenance; the content is not mine. It was hit by bots and by attempts to take it down: I protected it with captchas, a hidden login and Cloudflare, and hardened the system. It is still up.

07
Tools

Design and video
- Editing, color and sound: DaVinci Resolve Studio, Premiere Pro
- Animation: After Effects, Blender, Remotion, HyperFrames
- Photo: Photoshop, Lightroom
- Design: Canva, Illustrator
- Web and data: Next.js, React, TypeScript, Google Ads API and Analytics Data API

Generative AI
- Image: GPT Image, Nano Banana, Midjourney, Flux, Z-Image
- Video: Seedance 2 and 2.5, Veo, Kling, Runway, Wan 2.2
- Concept and text: ChatGPT, Claude, Kimi
- Audio and voice: Qwen TTS, ElevenLabs, MiniMax, OpenAI voices

Languages
- Spanish: native
- English: professional