

Curriculum Vitae

ANDREW DUCOTE

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Taco Bell

Head of Production | Manager, Marketing

October 2023 – Present | Irvine, CA

- Oversee a production team of six department heads, managing end-to-end photography and video production for digital, social, internal, and broadcast channels.
- Spearheaded the development of an in-house photo studio, optimizing output while saving thousands in monthly production costs.
- Directed creative image capture and delivery for global online event *Live Más Live 2024*. Directed event image capture for delivery to media outlets and various project stakeholders.
- Received CMO Award for successful execution of contributions to *Live Más Live 2024*.
- Represented brand creative on large scale agency run commercial production, including productions in Los Angeles, Mexico City, Lisbon, and Mumbai.

Director | Senior Associate Manager, Marketing

September 2022 – October 2023

- Piloted production for Taco Bell's first "live-style" multicam cooking competition show, ensuring seamless execution from pre-production to final asset delivery.
- Led expansion of in-house studio capabilities with the addition of industry standard cinema equipment and dedicated production specialists.

Videographer | Associate Manager, Marketing

February 2019 – September 2022

- Captured video and photo assets for same day delivery to media partners for Taco Bell "pop-up" and experiential marketing campaigns.
- Documented the launch of Taco Bell's international expansion, capturing the openings of locations in London, England, and Glasgow, Scotland.
- Produced docu-style content showcasing *Live Más* Scholarship winners, leading multicamera and audio teams to capture once-in-a-lifetime moments.
- Managed live event coverage for Bell Hotel, producing daily PR content and piloting Taco Bell's first-ever 360° VR experience.
- Developed livestream capabilities that became the standard for executive communication, directing and collaborating with all levels of executive team.

- Collaborated with international agencies on global campaigns, directing food-focused elements for composite advertising deliverables.
- Engineered the pivot to virtual livestreaming solutions for *FranMac* and Board of Directors meetings in 2020, ensuring seamless executive communication and world class production quality amid industry shifts.
- Captured high-profile marketing events and activations across the US and internationally. Responsible for overseeing all aspects of pre-production planning, on-site execution, and post-production workflows.
- Began serving as Commercial Director and Director of Photography (DP) for television broadcast, major brand initiatives, including global campaigns and live productions.

Taco Bell Commercial Production (Additional work by request)

Churro Chillers – ‘Jingle’	Director	https://ispot.tv/a/T7v1	Commercial
Cantina Chicken Bowl – ‘Change Can Be Scary’	Director	https://ispot.tv/a/ftAa	Commercial
‘Lowriders’ – Street Chalupas	Director	https://ispot.tv/a/5S1C	Commercial
Double Steak Grilled Cheese Burrito - ‘It’s Back’	DP/Director	https://ispot.tv/a/2kYv	Commercial
\$2 Cheesy Double Beef Burritos – ‘Like We Read Your Mind’	DP/Director	https://ispot.tv/a/bXza	Commercial
‘Welcome to Vegas’ featuring Davante Adams	DP	https://ispot.tv/a/bayx	Commercial
Crispy Chicken Sandwich – ‘Decide: Which is it?’	DP/Director	https://ispot.tv/a/qYOv	Commercial
My Cravings Box – ‘Build Your Own Cravings Box’	DP/Director	https://ispot.tv/a/t84q	Commercial
\$5 Grande Stacker Box – ‘Cupcake Conquest’	DP/Director	https://ispot.tv/a/n4c6	Commercial
\$10 Taco and Burrito Cravings Pack – ‘Silence’	DP/Director	https://ispot.tv/a/naHf	Commercial
Grilled Cheese Burrito – ‘Grilled on Top’	DP/Director	https://ispot.tv/a/nr1n	Commercial
Grande Nachos Box – ‘The Rules’	DP/Director	https://ispot.tv/a/nxz1	Commercial

Project Experience

Taco Bell's Live Más Live (2024)

- Led creative direction and image production for this global brand initiative.
- Oversaw all aspects of video production, from concept development to final delivery.
- Directed a multicamera live event capture to ensure dynamic and engaging storytelling.

Taco Bell Multicam Cooking Competition Show (2022)

- Served as Director and DP, leading a production team to create an engaging “live-style” cooking competition series.
- Managed pre-production, lighting design, and live camera coordination to ensure seamless execution.

International Expansion – Taco Bell Openings in Glasgow (2017) & London (2019)

- Led docu-style video production capturing the launch of Taco Bell locations in the UK.
- Coordinated a field production team to ensure high-quality asset capture in multiple international locations.

Live Más Scholarship Documentaries (2017-2019)

- Directed and shot mini-docs highlighting the impact of Taco Bell's scholarship program.
- Managed multicamera and audio teams to capture real-time reactions and emotional storytelling and “surprise” win moments.

Bell Hotel VR Experience (2019)

- Piloted and led the first-ever 360° VR production for Taco Bell, creating an immersive virtual tour.
- Designed and implemented innovative camera techniques to produce a seamless VR experience.

Taco Bell Corporate Livestream Development (2018)

- Engineered and established corporate livestream capabilities, setting the standard for executive communications.
- Integrated remote broadcasting technology to support international corporate events and board meetings.

“#iseeataco” - Global Food Campaign (2020)

- Worked with international agencies to shoot high-end food content for a global marketing campaign.
- Directed food-focused cinematography to seamlessly integrate with composite ad production.

FranMac & Board of Directors Livestream Transition (2020)

- Developed a virtual production workflow to support executive meetings and franchisee events during the pandemic.
 - Managed the transition from in-person to digital-first communication strategies.
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Freelance | Videographer, Producer, Director

July 2012 – Present

- Produced and directed commercial campaigns for brands including A&E Network, 7UP, Burger King, and M&M.
 - Traveled extensively around the US shooting and editing video for various internal and external partners as needed for Taco Bell.
 - Managed production logistics, including crew coordination, location scouting, vendor negotiations, and equipment acquisition.
 - Developed innovative visual narratives through cinematography, leveraging RED, Arri Alexa, and Canon professional cameras.
 - Provided post-production expertise, editing, color grading, sound design, and VFX utilizing Adobe Creative Suite and Final Cut Pro.
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Apple Retail

Creative

August 2014 – October 2016

- Educated and engaged customers on Apple technology, crafting immersive learning experiences that enhanced brand loyalty.
 - Developed and led technical workshops, balancing creative storytelling with product functionality.
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The Walt Disney Company

Performer

July 2006 – September 2011

- Delivered engaging performances at Disneyland, mastering improvisation, crowd engagement, and brand representation in a globally recognized entertainment setting.
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SAG Talent

Television and Commercial Actor

1991 – 2009

- Performed professional in dramatic, comedic, and commercial projects as a child from around age 5 to age 13

Film

- **1998** – *The Secret Kingdom* – **Role: Unknown**
 - **1998** – *The Secret of NIMH 2: Timmy to the Rescue* (Animated) – **Voice of Timmy**
 - **1999** – *Judgment Day: The Ellie Nesler Story* – **Role: Brandon Nesler**
 - **1999** – *The Secret Life of Girls* – **Role: Unknown**
 - **2000** – *The Prophet's Game* – **Role: Unknown**
 - **2009** – *Super Hero Survival Kit* (Short Film) – **Role: Unknown**
 - **2011** – *Inside Out* (Short Film) – **Role: Unknown**
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Television

- **1993-1997** – *Dave's World* – **Role: Willie Barry** (78 episodes)
- **1995** – *Melrose Place* – **Guest Role** (Season 3, Episode 30)
- **1997** – *Caroline in the City* – **Guest Role** (Season 2, Episode 22)
- **1997** – *George & Leo* – **Guest Role** (Season 1, Episode 7)
- **1997** – *Malcolm & Eddie* – **Guest Role** (Season 2, Episode 10)
- **1997** – *Cybill* – **Guest Role** (Season 4, Episode 9)
- **1997** – *MADtv* – **Guest Role** (Season 3, Episode 11)
- **1998** – *Buffy the Vampire Slayer* – **Guest Role** (Season 2, Episode 18)
- **1998** – *The Pretender* – **Guest Role** (Season 2, Episode 15)
- **1998** – *3rd Rock from the Sun* – **Guest Role** (Season 3, Episode 25)
- **1998** – *Clueless* – **Guest Role** (Season 3, Episodes 4 and 5)
- **1998** – *Born Free* – **Guest Role** (Season 1, Episode 3)
- **1999** – *Cracker* – **Guest Role** (Season 1, Episode 13)
- **1999** – *Can of Worms* (TV Movie) – **Role: Jay**
- **1999** – *Thanks* – **Role: William Winthrop** (6 episodes)

- **1999** – *Providence* – **Guest Role** (Season 2, Episode 5)
 - **2000** – *Charmed* – **Role: Nathan** (Season 2, Episode 12)
 - **2000** – *Early Edition* – **Guest Role** (Season 4, Episode 20)
 - **2001** – *Men Behaving Badly* – **Guest Role** (Season 2, Episode 13)
 - **2008** – *Cold Case* – **Guest Role** (Season 6, Episode 9)
 - **2009** – *90210* – **Guest Role** (Season 2, Episode 4)
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Awards

- **1999** – *Young Artist Award* – **Best Performance in a TV Comedy Series - Supporting Young Actor** (*Thanks*)
 - **2011** – *L.A. Comedy Shorts Festival* – **Best Actor** (*Inside Out*)
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Education

California State University, Fullerton

Bachelor of Arts (BA), Motion Picture Production | 2012

Technical Skills & Expertise

- Commercial Direction & Cinematography
- Video Production & Post-Production
- Creative Strategy & Brand Storytelling
- Multicam & Live Event Production
- Livestreaming & Emerging Media Technologies
- Team Leadership & Cross-Functional Collaboration
- VR & Immersive Media Production
- International Production Logistics
- Nearly 10 years of professional television and commercial acting
- Expertise in operation of prosumer, professional, and cinema camera technology including Canon, Sony, Panasonic, Black Magic, Arri, RED
- Expertise in various forms of audio capture and recording for live and studio settings
- Expertise in a wide range of grip and electric equipment for support from “run and gun” style to full studio builds.
- Proficiency in FCPX, Adobe Creative Suite, and Microsoft Office Suite