# Andrew Freeman

## Creative Operations and Team Leadership

Henderson / Las Vegas, NV | (702) 321-4885 | andyfree@gmail.com

byandrewfreeman.com | linkedin.com/in/pressplai

**Professional Summary**

Operations and production leader who connects creative teams, technical requirements, client expectations and delivery. Combines department leadership, repeatable training-media workflows, hospitality customer insight and practical technology demonstrations. Brings clear communication and hands-on follow-through across disciplines.

**Relevant Skills**

Creative operations | Team coordination | Production planning | Workflow improvement | Review and delivery | Client communication | Training enablement | Cross-functional collaboration | Guest experience

**Relevant Experience**

**Director of Production | LightSpeed VT**

*Production department leadership*

- Led a multidisciplinary production department across editing, graphics, camera, producing, writing and client delivery.
- Produced interactive sales-training media associated with Grant Cardone, Tom Hopkins, Tony Robbins and the World Series of Poker.
- Built repeatable workflows from speaker footage through editing, graphics, review and client-ready delivery.

**Founder and Creative Lead | Press PLAI**

*2018–Present*

- Coordinate creative development, reference materials, visual exploration, editing and review across media and workflow prototypes.
- Build repeatable practices for character continuity, locations, lighting and editorial quality.
- Present concepts and development progress clearly to collaborators and stakeholders.

**Hospitality Sales and Customer Experience**

*Selected Las Vegas roles since 2014*

- Manage high-consideration customer conversations from discovery through presentation, questions and decision-making.
- Coach newer representatives as needed and bring frontline customer insight to training and workflow ideas.

**Vacation Ownership Industry Consulting**

*2026*

- Provide compensated industry consultations through Tegus, AlphaSights and In Practise on sales operations and customer experience.

**Selected Hospitality and Production Experience**

- Music Director, Hard Rock Hotel & Casino: property music programming and live guest experience.
- Independent film and commercial production through Press Play Films.

**Additional Qualifications**

2025 Rookie of the Year, Grand Desert / Vacatia | Wyndham President’s Club recognition