

A portrait of Tristan Desechenes, a man with a goatee and short dark hair, wearing a dark blue suit jacket over a light-colored shirt. He is looking directly at the camera with a neutral expression. The background is dark with warm, out-of-focus bokeh lights, suggesting an indoor setting with chandeliers.

iAmBruno™ / TRISTAN DESECHENES / OWNER STRATEGY REVIEW

# Stories with Roots. Production with Direction.

A producer-led personal brand connecting cultural perspective, operational judgment and media entrepreneurship with qualified screen-project conversations.

AWARENESS

LEADS

SALES

LINKEDIN

INSTAGRAM

# Built for this exact business.

Lead commercially with Film Producer, the owner-approved service, under Tristan Desechenes's personal identity. Present Tris222 as the executive platform rather than a verified studio. Keep directing, writing, distribution and technology entrepreneurship visible as the perspective behind the producer offer. Preserve all six owner goals: awareness, leads, sales, authority, community and launch.

Keep the four selected channels. Recommend LinkedIn for professional judgment and international relationship development, Instagram for personal recognition and visual storytelling, Facebook for Spanish-led community discussion, and the blog for deeper explanations and approved case studies. Do not add TikTok at launch.

Retain seven original social assets weekly: two short videos, two educational carousels, two photographic stories and one executive text post. Adapt them into ten feed placements across the three social channels, with Stories on four days and two blog articles monthly. Videos make Tristan's personality and judgment accessible; authentic photographs build recognition and contextual trust; carousels make production decisions understandable and reusable; articles give serious prospects depth. Selective adaptation connects discovery, evaluation and inquiry without requiring ten separate original productions. This is a strategic hypothesis, not a guarantee of reach or sales.

Direct relevant interest to one verified inquiry route. Ask for a concise project summary, format, current stage, intended audience, broad budget band, timing and requested support. Assess fit, arrange a scoped conversation and agree the next step. Confirm deliverables, availability and fees before proposing an engagement; do not invent packages or pricing.

Implement over 90 days from an owner-approved Monday. First verify contact details, inquiry delivery, credit evidence and image permissions. Then activate the publishing rhythm, develop two approved case-study packages and follow up personally. Track relevant visibility, qualified inquiries, proposals and signed



#### THE PRODUCER-OPERATOR

## Lead with the service. Keep the whole identity.

Film Producer is the commercial starting point. Directing, writing, distribution and technology entrepreneurship remain visible as the expertise behind the offer, not disconnected competing pitches.

# Speak to the project's next decision.

Prioritize producers, creators and brands with relevant screen opportunities. Use project-readiness, production leadership and cross-border partnership as conversation categories; do not present them as newly approved packages.

## International producers

local context and clear responsibilities

## Dominican, Caribbean and Latino creators

development clarity and cultural specificity

## Brands and agencies

audience relevance, scope and deliverables

## Platforms and partners

readiness, rights clarity and defined responsibilities

## Inquiry path

brief, fit assessment, scoped conversation and agreed next step

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## THE CREDIBILITY RECORD

# Separate experience from substantiated proof.

Build authority from specific evidence. Keep dated reporting, database credits, first-party positioning and owner-reported experience visibly distinct.

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### April 13, 2020

Diario Libre reported the NYLA appointment and Pro Capital operations role. Current appointments remain unconfirmed. (diariolibre.com)

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### IMDb lists Tristan as director and executive producer o...

iAmBruno™ x Tristan Desechenes

IMDb lists Tristan as director and executive producer of Cuando no es Juan es Juana and director and co-writer of Medio Limon. Reconcile production records before a definitive filmography. (imdb.com)

STRATEGY REVIEW

# Show how Tristan thinks, not only where he appears.

Assign each format a purpose. Videos introduce judgment and personality, photographs build recognition and authentic context, carousels organize decisions, and articles provide depth. Selective reuse is designed to connect discovery, trust and commercial action without multiplying production effort.

**Two short videos weekly**

**Two educational carousels weekly**

**Two photographic stories weekly**

**One executive text post weekly**

**Two articles monthly and Stories on four days weekly**

**Editorial balance**

25% judgment, 25% evidence, 20% culture, 15% platforms and 15% people or services

**DEPLOYMENT · ON-PAGE**

**Two short videos weekly**

**Two educational carousels weekly**

**DERIVÉS · SOCIAL MEDIA**

linkedin

instagram

facebook

blog

# Four channels. Seven originals. Ten placements.

Adapt language and context instead of duplicating every post automatically. Stories and articles sit outside the ten weekly feed placements.

## LinkedIn

Monday insight,  
Wednesday  
framework, Friday  
proof

## Instagram

Tuesday and Thursday  
Reels, Saturday  
carousel, Sunday  
photo story

## Facebook

Tuesday adapted  
video, Friday proof,  
Sunday community  
story

## Blog

publish in weeks two  
and four

[OBJECT OBJECT]

LINKEDIN

INSTAGRAM

FACEBOOK

BLOG

ENGLISH-LED INTERNATIONAL OUTREACH; SPANISH-LED DOMINIC...

TIKTOK REMAINS EXCLUDED UNLESS SELECTED LATER BY THE OWNER

## LinkedIn

Monday insight, Wednesday framework,  
Friday proof

## Instagram

Tuesday and Thursday Reels, Saturday  
carousel, Sunday photo story

## Facebook

Tuesday adapted video, Friday proof, Sunday  
community story

## Blog

publish in weeks two and four

**English-led international outreach;  
Spanish-led Dominic...**

**TikTok remains excluded unless  
selected later by the owner**

# Prepare the evidence. Activate the inquiry path.

Launch the personal-brand and service-inquiry system from an owner-approved Monday. Before sending traffic, correct or confirm the generic address and demo-domain email displayed on the researched Tris222 page and test delivery. ([tris222.iambruno.com] (https://tris222.iambruno.com/))

## Days 1–14

verify offer scope, contacts, credits, permissions and baselines

## Days 15–30

activate publishing and the inquiry pathway

## Days 31–60

develop two approved case studies and sustain partner follow-up

## Days 61–90

assess fit, proposals and signed work

## Case-study structure

exact role, challenge, decision and documented lesson or outcome

**Use an editable framework until archives are approved;...**

### DEPLOYMENT · ON-PAGE

**Days 1–14** verify offer scope, contacts, credits, permissions and baselines

**Days 15–30** activate publishing and the inquiry pathway

### DERIVÉS · SOCIAL MEDIA

linkedin

instagram

facebook

blog

## THE REVIEW STANDARD

# Measure attention by the opportunities it creates.

Establish baselines, review content weekly and assess pipeline monthly. Optimize around inquiry quality, professional relevance and owner capacity rather than follower counts alone.

### Awareness

relevant reach, profile visits and audience composition

### Authority

substantive comments, saves, article engagement and invitations

### Community

repeat participation and useful introductions

### Leads

inquiries with a contact, relevant opportunity, stage and next decision

### Sales

scoped proposals, signed engagements and attributable revenue

### Launch

approved bio, verified inquiry route, service explainer and first content live

### Optional 90-day hypotheses

6-12 inquiries, 3-6 conversations and 1-3 proposals; no guaranteed outcome