

OBJECTIVE

To produce world class advertising spots for television and radio, utilizing my extensive experience, knowledge and industry connections.

PROFILE

- Experienced project manager with comprehensive knowledge of radio, TV and film production.
- Ability to coordinate resources, manage budgets and lead groups of professional, technical and creative personnel.
- Highly creative, organized and resourceful in all aspects of production.
- Effective in recognizing and resolving issues and problems.
- Committed to quality service, providing total support to client's mission.
- Conscientious and enthusiastic team player.
- Bilingual, Spanish and English.

PROFESSIONAL STRENGTHS

- Manage day-to-day operations of productions.
- Strong budgeting, planning and logistic experience in film and radio productions.
- Excellent track record of working with international crews in the US and worldwide.
- Select, manage and supervise multidisciplinary staff.
- Build a good rapport with customers by being professional and well informed.
- Complete projects within budget.
- Motivate staff to achieve set goals, deadlines and maintain the highest standards.
- Utilize my experience and track record of suppliers to identify and hire the best suited suppliers for the project.
- Successfully complete high end complex projects with tight time and budget constraint.

EXPERIENCE

February 2008 to present - Freelance Senior Producer

Produced award winning spot "Empanada" for Lapiz, Chicago.

Lead all aspect of broadcast production for Wing, and Readbean Society for Pantene and Sara Lee clients.

May 2007 to January 2008 - Broadcast Production Director

WingLatino Group, New York

Manage and supervise the production department with clients such as Pantene LA and Hispanic Market, Goya Food, Kmart, Downy and Cover Girl .

August 2004 to April 2007 - Regional Executive Producer

WingLatino Group, New York

Produce TV commercials for Pantene Latin America.

1992 to 2004 - Freelance Producer

Produce TV commercials, short film projects and radio spots for major

advertising agencies to include: Lopito, Ileana & Howie, Young & Rubicam, BBDO-PR and FCB in Puerto Rico .

1989 to 1992 - Production Director

Lopito, Ileana & Howie Puerto Rico

Manage and supervise the production department with clients such as Budweiser, Telephone Co. and Kimberly Clark.

1985 to 1989 - Senior Producer

Young & Rubicam and Foote Cone & Belding, Puerto Rico

Produce TV and Radio commercials for Heineken, KFC, El Nuevo Dia Newspaper, Mazda, Clairol, Clorox Co. and Sears

AWARDS

- Best of Show - Hispanic Creative Advertising Awards with "Empanada" for Peptomismol.
- Silver - Festival Internacional El Ojo de Iberoamérica with "Empanada" for Peptomismol.
- Best Annual Campaigns - Cuspide San Juan PR: Suzuki, Levis Strauss and El Nuevo Día newspaper
- Best Public Service Messages - Cuspide San Juan PR: El Nuevo Día newspaper and Puerto Rico Foundation
- Best in Category - Cuspide San Juan PR: McDonalds, Johnson & Johnson and Medalla beer
- SHORT LIST - FIAP: Argentina: Puerto Rico Foundation
- SHORT LIST- Cannes, France: Puerto Rico Foundation and El Nuevo Día newspaper

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA, Los Angeles, CA

- BA Broadcast Management

UNIVERSITY OF THE SACRED HEART, San Juan, PR

- AD Communications
- Public Relations, University of the Sacred Heart, San Juan PR
- Event Planner, University of the Sacred Heart, San Juan PR

References available upon request.