

EXPERIENCE



05 2013 • PRESENT
101APPLE CONSULTANTS
President | Owner

- Currently working with different advertising agencies leading and managing various productions in collaboration with their internal departments through final shipping and billing of projects
- Assist and consult for various production companies in the bidding and coordination of broadcast and digital productions
- Working with advertising agencies and Political Action Committees on the editorial of various political advertisements
- Working with promotional agencies on the video editorial of digital content for their clients

Accentmarketing LA, Alma Ad, Arrowhead Advertising, Conill Saatchi & Saatchi, DDB, Goldforest Advertising, JCG Advertising, Imagine Miami PAC, The Kitchen, Letca Films, On Fire Graphics, Product/81, Randall Hilliard Communications, VSBrooks Advertising, YBProject

- Working with broadcast communication companies and advertising agencies on the translation of scripts and legal documents
- Working with various advertising agencies on the transcreation of commercials originally produced for the General Market from English to Spanish for usage in the Hispanic Market
- Developing television, digital and radio creative for various advertising agencies as well as participating in the presentations of such creative for new business pitches
- Consulting with advertising agencies on quality control of final-for-air television and radio commercials



12 2010 • 05 2013
ACCENTMARKETING
VP | Executive Producer

- Responsible for all management aspects of Production Department, overseeing and managing department staff as well as coordination of usage and maintenance of in-house production facilities
- As sole producer, responsible for management and handling of all production shoots and recordings, pre-production coordination, bidding, and timelines, post-production editing of digital content, television and radio spots
- Responsible for all Production Department business affairs, including talent contracts and payments, completion reports, as well as vendor invoice processing and management of payments for both Miami and LA offices

Ad Council, Advance America, Centers for Disease Control, Citibank, Coventry Health, Dunkin' Donuts, Farmers Insurance, Hispanicize, Humane Society, Kaiser Permanente, United States Navy

- Personally assisted in editorial, audio engineering and overall creative of commercials and presentations, allowing for maximized in-house production facility and agency revenues
- Worked closely together with General Market and partner agencies in order to streamline efficiencies and keep message consistency within Hispanic Market communications
- Member of agency's Leadership Team working together with other leaders and department heads on new business pitches' strategies, creative, development, presentations, as well as client relations
- Developed celebrity contracts for both production and event promotional usage, working closely with their respective agents, lawyers and the client directly

03 2001 • 12 2010
Executive Producer

- Responsible for production and coordination, including pre-production bidding and post-production editing of television and radio commercials for the US Hispanic Market, US General Market, Latin America and the Caribbean
- Worked in unison with and produced for agency's Detroit, Los Angeles and Miami offices in all three locations as well as Latin America

Alltel Wireless, Buick, Cadillac, Chevrolet, Dewar's 12, Dunkin' Donuts, Farmers Insurance, General Motors Corporation, GMC, Kaiser Permanente, Nextel, Pontiac, Sprint Wireless, United States Navy

- Assisted in creative, editorial, audio engineering, dubbing and voice-overs of commercials, digital content and agency presentations
- Assisted in management of production department overseeing 14 employees
- Developed celebrity contracts for both production and event promotional usage, working closely with their respective agents, lawyers and the client directly



01 1999 • 08 2000
dRM DDB (Currently Alma Ad)
Producer

- Responsible for production coordination, including pre-production bidding and post-production editing of television and radio commercials in Miami, Los Angeles, and Mexico for the US Hispanic Market, US General Market, Latin America and the Caribbean
- Coordinated and oversaw post-production of television spots in Miami, Chicago, Los Angeles, San Francisco

Bally Total Fitness, Circuit City, elsitio.com, Florida Department of Health, HIP Health Plan of Florida, McDonald's Corporation, MoneyGram, MCI WorldCom, Nestlé, OmniPoint, StateFarm, Wards

- Coordinated and oversaw production of radio spots and voice-over recordings in Miami, Chicago, Los Angeles, New York, San Francisco and Mexico
- Coordinated and oversaw music production creation and editorial in Miami, Chicago, Los Angeles and New York
- For all produced commercials, other responsibilities included final shipping, closed-captioning, subtitling and billing

07 1995 • 01 1999
Creative

- Worked with various creative teams in copywriting and art direction for the development of original and adapted print ads, television and radio scripts for the US Hispanic Market, US General Market, Latin America and the Caribbean

AutoNation USA, BellSouth Communications, Continental Airlines, Filanbanco Bank of Ecuador, Florida Department of Health, Finesse, Johnson & Johnson, McDonald's Corporation, MCI Worldcom, MoneyGram, Nestlé, Royal Caribbean International, Sarah Lee-Hanes, Sharp Electronics, US Robotics, Volkswagen

- Translated ads, contest rules, and point of sale ads from both English to Spanish and Spanish to English
- Translated medical disclaimers, legal disclaimers and contracts from English to Spanish
- Oversaw creative editorial of television and radio commercials



08 1993 • 07 1995
Telemundo Network
Assistant Director of Production

- Assisted in the production of the live daily national / international news magazine program "Ocurrió Así" and weekly special edition prime-time "Ocurrió Así de Noche"
- Assisted in the creation and design of the shows' graphic elements
- Responsible for satellite coordination of live, on-location shots and taped feeds from around the world
- Coordinated and worked together with various shows within the network and the local affiliates for the exchange of material for use on shows
- Assisted in field production, story production and news editing for both shows

- Coordinated interviews with various Heads of State, Embassies and Consulates during the 1994 Summit of the Americas for CBS Telenoticias
- Assisted in the creation and launch of national entertainment / sports news program "Alta Tensión"
- Assisted in the creation and launch of national morning news / entertainment program "Primera Hora"
- Assisted in the launch of 24 Hour International News Network CBS Telenoticias
- Assisted with comedy writing and sketch production and editorial for national program "Muerete de Risa"

EDUCATION

1992 • 1993
Marketing Program
Universidad Interamericana
San Juan, Puerto Rico



1988 • 1990
Associate of Science in Advertising Design
Art Institute
Fort Lauderdale, Florida

ACCOLADES

Numerous national and international recognitions spanning 18 years in advertising including: Pinnacle Awards, New York Festival, FIAP, Se Habla Español, Mercury Radio Awards, as well as multiple Gold, Silver and Best of Show Addy Awards in all local, district and national editions

TALENTS

Fluent in both Spanish and English. Full knowledge and use of Microsoft Word, Excel and Power Point, Adobe Photoshop, InDesign, Illustrator and Premier, ProTools, Final Cut Pro, and knowledge of AVID. Voice over talent. Member SAG-AFTRA and El Circulo Creativo