

**Creative Direction | Integrated Marketing | Brand Development | Producer/Director**

**EXPERIENCE:**

**November 2012-Present                      Univision Television Network                      New York, NY**

**SENIOR VICE PRESIDENT, PARTNER SOLUTIONS**

- Develop all integrated marketing opportunities (on-air/interactive/social media/experiential) for America's leading Spanish-language network
- Partner Solutions controls over \$800 million in real estate across all network and digital platforms
- Our programs generated over \$1.1 billion in revenue for the company in 2014, an 11% increase over the prior year
- Responsible for operating budget of \$10 million
- Work across divisions to create content and large-scale marketing opportunities for Univision advertisers
- Recruit, lead and inspire a team of 50 professionals in New York and Miami
- Complete restructure of team and sales production process
- Creative direction and management of production timelines and budgets
- Attend client meetings, collaborate on strategy, and develop the creative brief for all internal stakeholders
- Present concepts and ideas to clients, then sell-through
- Drive campaigns from ideation to execution
- Present post-sale recaps and proof of performance to validate success of our programs

**December 2009-November 2012                      Univision Television Network                      Miami, Florida**

**DIRECTOR ON-AIR PROMOTIONS**

- Responsible for overall creative definition, execution and implementation of the network identity with a primary goal of increasing viewership and brand awareness
- Responsible for operating budget of \$4 million
- Recruit, train and lead a 24 hour operation, staff of 40 persons
- Utilize in-house resources to facilitate an "in-house agency"
- Creative direction that included a complete rebrand/new look for Univision Network
- Directed innovative brand campaign for World Cup 2010
- Launched highest-rated novela in Univision history (Soy Tu Dueña)
- Work collaboratively with Programming, News, Sports, Marketing, PR, UTG departments to determine strategy and execution of promotional campaigns

**August 2002 to December 2009                      Univision KMEX-TV/KFTR-TV                      Los Angeles California**

**DIRECTOR OF MARKETING & PROMOTIONS**

- Part of executive team that made KMEX-TV the highest-rated station in the U.S. regardless of language
- Responsible for operating budget of \$2 million
- Lead all operational aspects of commercial production, promotions, and on air image and quality control
- Complete restructure of marketing, promotions and production departments
- Ideation, sell-through and execution of integrated marketing solutions for clients
  - \$67,000,000 in integrated solutions for Q1-Q3 2009
  - Clients include: Mastercard, Cadillac, Chevy, Dodge, Carl's Jr, McDonald's
- Won 3 Los Angeles Area Emmys for US Job Corp advertising campaign, Rose Parade, & TV Graphics

**Winter/Spring 2002                      Univision Puerto Rico                      San Juan, Puerto Rico**

**LAUNCH UNIVISION PUERTO RICO**

- Complete rebrand of station after purchase by Univision Communications
- Create and execute media strategy and media buys (print, outdoor, radio, other media)
- Set up initial operating budget for Marketing Department

**1995 to 2002                      Univision WGBO-TV / WXFT-TV                      Chicago, Illinois**

**CREATIVE SERVICES DIRECTOR August 1996 to July 2002**

- Oversee station operations
- Manage on and off-air Sales Promotions
- Oversee on and off-air look
- Supervise client services for commercial production
- Produced special events and local programming
- Negotiated NABET contract for WGBO
- Managed Production, Master Control, Promotions and Art Departments
- Prepared and administrated all related budgets
- Launched weekend local newscast, duties included: hiring of production personnel, budgeting and branding
- Built newsroom and designed sets
- Produce news promos, image promos and public service announcements
- Creative director of new look for entire Univision Television Group
- Winner: 1996 Regional Emmy for Special Event: "Chicago Celebra el Cinco de Mayo"

**PRODUCTION MANAGER** March 1996 to August 1996

- Improved utilization of the resources of this station both in terms of equipment and personnel
- Increased productivity and reduced time required for station operations and special projects
- Controlled labor costs while maintaining quality production
- Hired, trained, supervised and reviewed technical staff
- Set standards for productivity

**PRODUCER** June 1995 to March 1996

- Member of the launch team for Univision Chicago
- Opened news studios and established Univision in the Chicago market
- Wrote commercials and promotions
- Directed the creation of the station's identity
- Worked on all aspects of special programming and events

**1989 to 1993 Televisa S.A. de C.V.**

**Mexico City, Mexico**

**ASSISTANT DIRECTOR / PRODUCTION COORDINATOR**

Hired at entry level and promoted to levels with increased responsibilities on several hit novelas for Televisa  
(filmology provided upon request)

**EDUCATION:**

**UCLA – Anderson School of Business**

Executive Program in Management Class of 2005

**Columbia College, Chicago, Illinois**

Bachelor's Degree in Film and Television Production June 1995

Minor: Business

Focus: American and Latin American Laws for Television Industries