

EXPERIENCE

February 2008 – Present

Freelance Producer

- Lapiz, Chicago; PeptoBismol; Gain; Prilosec; WingLatino, NY; Downy and Pantene

May 2007 – January 2008

Broadcast Production Director  
WingLatino Group, New York

- Managed and supervised the production department with clients: Pantene Latin America and Hispanic Market, Goya Food, Kmart, Downy, Cover Girl and US Bank.

August 2004 – April 2007

Regional Executive Producer  
WingLatino Group, New York

- Produced TV commercials: Pantene Latin America.

1992 – 2004

Freelance Producer

- Produced TV commercials, short film projects and radio spots for agencies: Lopito, Ileana & Howie, Young & Rubicam, BBDO-PR, EJE Sociedad Publicitaria and FCB.
- Coordinated creative development processes with production houses: Paradiso Films, X Films and Virus.
- Produced award winning TV commercials for clients: Medalla, Budweiser, Coors, Suzuki, Levi Strauss, Banco Santander, Pepsi-Cola, BBVA, Cingular, Clairol and El Nuevo Día newspaper, among other winning brands.
- International engagements included TV commercials for: Metropolis Films in Uruguay, Ollin Studios in Mexico, and Group Films in Barcelona, Spain; as well as a short film entitled, *The Box* in Los Angeles, CA.

1989 – 1992

Production Director  
Lopito, Ileana & Howie, Puerto Rico

- Managed and supervised the production department with clients: Budweiser, Puerto Rico Telephone Co. and Kimberly Clark.

1987 – 1989

Senior Producer  
Young & Rubican, Puerto Rico

- Produced TV and Radio commercials for clients: Heineken, KFC and El Nuevo Día newspaper.

1985 – 1987

Senior Producer  
Foote Cone & Belding, Puerto Rico

- Produced TV and Radio commercials for clients: Mazda, Clairol, Clorox Co. and Sears.

AWARDS

Cúspide, San Juan, Puerto Rico

- Annual Campaigns: Suzuki, Levis Strauss and El Nuevo Día newspaper.
- Public Service Messages: El Nuevo Día newspaper and Puerto Rico Foundation.
- Category: McDonalds, Johnson & Johnson and Medalla beer.

Short List

- Fiap, Argentina: Puerto Rico Foundation.
- Cannes, France: Puerto Rico Foundation and El Nuevo Día newspaper.

EDUCATION

University of Southern California, Los Angeles, California

- BA Broadcast Management.

University of Sacred Heart, San Juan, Puerto Rico

- AD Communications.