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Two-time National Emmy Award winner. Over 17 years of substantiable embedded with the media arena, with extensive expertise and solid editorial engaging audiences within the United States Hispanic market. Proven track record leading, developing, and mentoring top talent to optimize productivity and efficiency, ensuring excellence across diverse media channels, including television, radio, internet, and social media. Foresight into predicting audience interest and delivering programming in alignment with business needs. Strategic planner with exceptional analytical skills and the ability to proactively resolve issues.

Education & Credentials

Master of Business Administration – Florida International University, Miami, FL, 2019

Bachelor of Arts in Mass Communications and Journalism – University of Valle, Cali, Colombia

Lean Six Sigma Yellow Belt (ICYB) Certification, 2019

Accounting and Financial Analysis Certification, 2018

National Emmy Award - Outstanding Newscast or News Magazine Spanish – Noticias Telemundo 2021

National Emmy Award – Outstanding coverage of a breaking news story in Spanish – Noticias Telemundo 2022

Recipient of multiple awards, including the Simón Bolívar Award for Outstanding News Coverage, Gran Mariscal Hispanic Parade Award, and the ACCA Award Nomination for Best Radio Journalist.

Skills

Television & Radio Production	Leading Highly Effective Teams	Editorial Leader
Video Editing – Avid-Final Cut	Strategic Planning and Execution	Multimedia Expertise
News Gathering – I News _ENPS	Impactful Storytelling	Production Budgeting
Execution tracking	Bilingual	Copy Editor

Professional Experience

NBC Universal Telemundo

| Miami, FL |

Assignment Editor-Producer

March 2020-February 2023

Assignment Editor responsible for arranging and coordinating national news content. Seek news stories and will work with bureau chiefs, correspondents, contributors, producers, etc. in gathering and developing national content. Suggests stories for daily coverage as well as plans for future content working with the national bureaus, freelancers, stringers, and collaborators.

- Part of Editorial for Noticias Telemundo (Producer)– National Emmy Award –Outstanding Newscast Spanish 2021
- Part of Noticias Telemundo (Producer)- National Emmy Award –Outstanding coverage of a breaking news 2022

ESPN Productions – Deportes

| Miami, FL |

May2006- Sep 2019

Supervisor of Commercial Operations - Aug 2011 to Sep 2019

Coordinated and lead a group of ten people reporting directly and indirectly to me. Create and deploy a method to track and control client return on investment for advertising sales to facilitate revenue growth for ESPN Deportes Network. Accountable for the live events calendar, allocating resources to ensure appropriate time management. Oversaw inventories for all in-content sales elements utilized by talent, board operators, and producers.

- Direct the launch and implementation of new artificial intelligence (AI) software at **ESPN Deportes TV** to drive efficiencies and optimize the air checks process resulting in saving up to 80% of work hours weekly.
- Integral in the development and launch of new short format network segments, on ESPN Deportes Radio Sports Center and Liga MX Express, providing the audience with overviews of sports-related recaps increasing network profit by up to 4M yearly budget.

Associated Producer - May 2006 to Jul 2011

Assist and coordinate with the local management team on the projects and initiatives related to the recently created group. Coordinated and assist the management team in the development and implementation of the EDR programming. Serve as liaison on the operation site to develop two simulcast TV-Radio Shows with **ESPN Deportes TV Programming**.

Univision Network | Miami, FL |

April 2003 to Jul 2011

Assignment Desk Manager/Segment Producer - Oct 2005 to Jul 2011

Lead a group of 20 producers/editors and reporters. Managed a \$1.5M dollars yearly budget and provided profit and loss reports, containing costs where appropriate to drive organizational profitability. Planned, directed, and executed specialized coverage for global sporting events from venue to deliver seamless live coverage. Created and broadcast three weekly segments with Mexican Soccer League and served as General Line Producer as required to ensure workflow continuity.

- Produced over 120 sportscast programming hours, covering South Africa's FIFA World Cup 2010 and Germany's FIFA World Cup in 2006 for **Univision Deportes**, boosting the audience viewership by over 20%.

Video News Editor/Producer - April 03 to Oct 05

Edited videos for Spanish national network programs, including *Noticiero Univision* and *Despierta America*. Oversaw the production, management, creation, and writing of diverse segments providing timely news to viewers throughout Miami.

- Instrumental in the creation & production of new content at Noticias Univision reach for broadcasting through special segments for both news programs to expand audience reach and engagement.

Media Pro CentroAmérica TV | Miami, FL |**Senior News Producer - Aug 2004 to Oct 2005**

Cultivated and grew relationships with various Central American television networks across Costa Rica, Honduras, El Salvador, and Nicaragua to launch new cable network. Produced, authored, and edited newscasts to cover relevant headlines, as well as daily news segment from each country to expand audience reach throughout the United States market.

- Successfully launched cable channel at *Imagina US-MediaPro* by effectively negotiating licenses for news content with diverse news outlet from Central America resulting in news programming grid for **Centroamerica TV**.

Additional Roles Include:**Executive Producer | Radio Unica Network | Miami, FL**

Planned and executed broadcast on World Cup game showcasing Japan/Korea qualifying game for Olympics.

Produced four-hour daily "Unica en Deportes" sports program, with oversight of budget, planning, and event coverage.

News Director | RCN | Miami, FL

Served as United States correspondent for Colombian Radio Network, leading three daily newscasts.

General Director | Channel 66 TV Colombia | New York, NY

Created and implemented programming for local Spanish cable station broadcast throughout the New York City market. Managed a team of 28 direct reports, with accountability to create and produce new programming concepts and drive audience reach.

- Created and implemented a 30 min local Newscast and relaunched programming for local Spanish cable station broadcast throughout the New York City market.
- Growing coverage of the channel from 10K to +650K households in NYC cable market.

United States Correspondent | Programar Televisión "Noticiera De Las 7" | Bogotá, Colombia

Conducted national and international interviews with high profile political figures for broadcast.