

# LUIS PADRON

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[www.padronentertainment.com](http://www.padronentertainment.com) – [linkedin.com/in/luisyapadron](https://www.linkedin.com/in/luisyapadron)

## SKILLS

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- **Digital Marketing:** Search Engine Optimization (SEO), Social Media, Email Marketing (Mail Chimp), Press Releases (PR), Paid Search (PPC), Google Analytics. Blog Platforms: Blogger and Wordpress. Basic HTML experience.
- **Graphic design software:** Adobe Illustrator, Photoshop, and InDesign.
- **Microsoft Office Package:** Advanced Knowledge. (Word, Excel, Power Point).
- **Languages:** Spanish - Native. **English & Italian** - Full professional proficiency.
- **Crossfit Level 1 Trainer.**

## EXPERIENCE

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Fremantle Media Latin America

Miami, FL

May – Jul 2016

### Contestant Coordinator for “La Banda – Season 2”

- Coordinated all the logistics for the contestants of the show including: releases, background checks, orientation, tracking minors work hours, scheduling and adherence to schedules, transportation and meals.
- Strategically implemented changes on contestants schedules in order to accommodate requests from other departments such as reality, music, choreography and/or production itself.
- Coordinated a team of 8 production assistants during reality shootings and video taping days.

Fremantle Media Latin America

Miami, FL

Jan – Mar 2016

### Casting Associate for “La Banda – Season 2”

- Analyzed, organized and sorted high quantities of online video applications and profiles of potential contestants. Presented pre-selected contestants to the Executive Producers to expedite the casting process.
- Received and judged vocal talent, personality, appearance, and showmanship of approximately 130 participants in person across six cities within the casting tour.
- Worked closely with the Casting Manager to organize and analyze the overall results of the casting process.
- Collaborated in set-up and tear-down of casting sites.

Entravision

Orlando, FL

Aug – Dec 2015

### Marketing and Promotions Assistant

- Assisted the marketing manager and supported the marketing team with promotional activities, as well as with the production of marketing materials and literature.
- Provided support for marketing events and exhibitions as required.
- Worked as second Stage Manager for live concerts with multiple bands alternating.

Pilgrim Studios

Miami, FL

Jun - Aug 2015

### Set Key Production Assistant for “Step it up” (Network: Lifetime)

- Responsible for delegating and executing essential production tasks such as: directing traffic on set, releases, making runs, set up lunch and crafty areas, taking meal orders and other administrative tasks.
- Monitored and verified all the PA’s tasks (start-up, during-the-day, wrap-out and overnight) in order to assure they were correctly executed.
- Collaborated with other crew members such as assistant cameras, audio mixers and grips in equipment set up and teardown.

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## EXPERIENCE

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Red Orange Productions LLC Orlando, FL Jan - Jun 2015

### **Contestant Management Stage Coordinator for “La Voz Kids - Season 3”**

- Responsible for the logistics of the contestants (minors) participating in the show. Monitoring and coordinating stage shootings, reality stage, band rehearsals, dry blocks and video tape recordings (VTR).
- Led communication between contestant management department with the rest of the production staff. Managed adherence to production schedules and proactively finding and preventing potential delays.
- Coordinated 6 to 18 production assistants monitoring contestants on and off-stage.

Telemundo Orlando, FL Aug - Dec 2014

### **Talent Management Key Production Assistant for “Yo soy el Artista”**

- Involved in the coordination and logistics of talents and special guests participating in the reality show including: transportation, scheduling, accommodation, riders, meals and special requests.
- Coordinated the communication flow between departments such as: stage, contestant management, hair and make up, wardrobe and catering, in order to proactively work in problem solving.
- Provided support in coordinating recreational activities for talent such as: shopping and amusement park visits.

Red Orange Productions LLC Orlando, FL May - Jun 2014

### **Contestant Management Production Assistant for “La Voz Kids - Season 2”**

- Involved in the coordination and logistics of the contestants during the final two stages of the show.
- Provided assistance for stage and non-stage contestant activities such as front holding, stage wings on/off, tutoring, wardrobe, hair and makeup, and recreation.

PlayPro Media Winter Park, FL Jan -Apr 2014

### **Event Planning & Marketing Intern**

- Developed a 3-month marketing campaign around local artists.
- Promoted a music event in various regions within a collegiate targeted demographic. Attendance: 150.
- Actively involved in event sponsorship deals, event scheduling and online advertising.

**OTHER SHORT-TERM TV PRODUCTION EXPERIENCES:** Production Assistant for the Nickelodeon HALO Awards 2015. Key Production Assistant for La Voz Kids Season 4 Casting 2015. Talent Production Assistant for the Latin Billboard Awards 2015. Talent & Logistics assistance for a demo reel shooting for Popkorn TV 2015.

## EDUCATION

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Full Sail University Winter Park, FL 2012 - 2013

### **Master of Science in Entertainment Business**

Course Director Award: Business Storytelling and Brand Development. **GPA: 3.79/4**

Universidad Simon Bolivar Caracas, Venezuela 2001 - 2008

### **Bachelor of Science in Mechanical Engineering**