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OBJECTIVE

I am a highly creative, energetic and results-focused entertainer, social marketing promoter; radio and event host specializing in the Latino community. Proven abilities to increase ratings for urban formatted stations; penetrate new markets through effective promotions management and marketing techniques; and transform little known venues into hot night spots. My objective is to expand my career to include a greater presence (full time) as on-air television talent and/or continue to grow in my radio career.

HIGHLIGHTS

- Radio and Television Background
- Talented Public Speaker
- Strong sense of professionalism
- Strive to maximize listener engagement
- Strong command for digital and social media platforms
- Create and update image liners and promo and sweepers
- Pop culture knowledge
- Promotional skills
- Strong communication skills
- Team Player
- Natural leader
- Team Builder
- Voice Over Production
- Blogger
- Brand Ambassador
- Lounge/Special Event Host
- Produce commercials for brand/media buys and other advertisers.
- Philanthropist
- Non Profit/ event Host
- Non Profit Ambassador

RADIO

Radio Host (Entravision)- 107.1 Super Estrella, Los Angeles CA [2004 – 2016]

Full-time on-air personality for one of Los Angeles most popular Spanish Rock Radio Stations. Responsibilities include: Radio host; Produce daily shows; interview special guests (Juanes; Mayor Antonio Villaraigosa; MANÁ; Beto Cuevas; Alejandra Guzman; Larry Hernandez; Jenny Rivera; etc.); host several after-work, weekend and highly publicized special events catering to the 18-40 demographics; Social Media promotion; Assist advertisers in tapping into markets with younger demographics; Produce commercials for brand/media buys and other advertisers; Voice-overs for media buys and PSA's; Integrate knowledge of fashion, music and entertainment along with positive messaging to audiences; Thoroughly research backgrounds and competitor interviews prior to interviewing artists on air to ensure unique perspectives and cutting edge positions and; Cultivate relationships with artists and managers that assist with advertiser endorsements.

Previous Time Slots/Positions:

Weekdays 7 PM – 12 AM [2015/2016]

Weekdays 10 AM – 3 PM [2011/2015]

Weekdays 3 PM – 7 PM [2010/2011]

Weekdays 7 PM - Midnight [2009-2010]

Monday – Saturday 12 AM – 5 PM [2007-2009]

Weekends 12 AM-5 AM and DJ PARTY Mix 7 PM – Midnight/ Saturday 8- Midnight [2006]

Sunday 7 PM – Midnight- Producer/host [2006]

Promotions Team [2004-2006]

TELEVISION

Reto 4 Elementos – TELEVISA, UNIVISION [2018]

Contestant #TeamSoñadores #TeamActores

“En La Zona” LATV Networks [2013-Present]

VJ/Show Host

“LA LEY HANGOUT” – Google (AT&T) [2014]

Special Host

“Lanzate” Unimás- [2013]

Special Guest Host.

“Un Nuevo Día” (A New Day)- Entertainment segment guest host-Telemundo Network [2011-2013]

Report Weekend Activities for Los Angeles/ West coast & Periodic Regional cities.

“Viva el 22” Mundo Fox [2012]

Special guest morning show host local daily news and entertainment news.

Billboard Mexicana [2012]

Red Carpet interviews with musical guests.

“Con Chile y Limon” Canal 22 [2010]

Special Guest Host.

“En La Zona” LATV Networks [2009]

Co-host entertainment news; celebrity and musical entertainer interviews; remote assignment correspondent.

“Rockstar Super Estrella” LATV Networks [2009]

VJ/Show Host

“La Lista Super Estrella” LATV Networks [2009]

VJ/Show Host

FILMS

The Alley [Jul-2015]

Special Appearance - Short Film (Doctor)

THEATER

Burlesque Musical [2015]

Supporting Actor (Armando)

Vaselina El Musical USA [2016 - 2017]

Supporting Actor (Announcer/Ricky Rockero)

Jesucristo Vive La Pasión [2017-2018]

Leading Role (Jesús)

VOICE OVER PRODUCTION

Nissan of Mission Hills [2014 - Present]

Voice over; Endorsement

Dr. Kim’s Dentistry [2014]

Voice over; Endorsement

McDonald’s Corporation [2011]

Voice over and Brand ambassador for healthy eating campaign

Alhambra Nissan [2011 - 2013]

Voice over; Endorsement

Infinity Insurance [2012]

Voice Over

Xalos Bar/Lounge [2009 – 2013]

Voice Over; Promotion; Special Appearances

AT&T [2010]

Voice Over

Levi’s [2010]

Voice over; Endorsement; Brand Ambassador

PUBLICATIONS/INTERVIEWS

TVyNovelas Magazine (México) [Jul-2015]

2 Page Spread Interview (Burlesque el Musical)

Iconos Magazine – Special Edition [August 2012]

3 Page Spread Interview

Adelante Magazine-[September 2011]

Cover Photo and 3 Page Spread Interview

“LA 411” MTV Tr3s Los Angeles [2010]

Interview-Profile/Biography Segment

MUSIC VIDEOS [Appearances]

“Tu Primera Vez” – Artist: Sergio y Los Cordiales [2013]

“Hablame Por Favor” – Artist: Wendolee [2012]

“Dices” – Artist: Carmah [2011]

“Soy Diferente” – Artist: Fabiola Denise [2011]

“Dame” – Artist: Leonel Miguez [2010]

“Considera Que Te Amo” – Horoscopos de Durango [2010]

“Dime Que Me Quieres” – Banda El Recodo [2010]

PHILANTHROPY/COMMUNITY SERVICE

PADRES Contra El Cáncer- Celebrity Ambassador [2010- Present]

Advocate for childhood cancer patients & their families; Event host; Ambassador for Awareness Campaigns

My Project of Love [2015 – Present]

Volunteer - Feeding Homeless

Bienestar- [2009 – Present]

Special event host for AIDS Awareness Events

AWARDS/RECOGNITION

Premios Flash **“Personality of the Year” [2016]**

Unidos Por La Musica **“Certificate of Appreciation” [2014]**

PADRES Contra El Cáncer **“Volunteer of the Year Award” [2013]**

City of Los Angeles, Office of Mayor Antonio Villariagosa-**“Recognition for Outstanding Community Service” [2013]**

Premios Imagen **“Best Radio Host of the Year Award” [2012]**

Premios Libertad **“California’s Most Beautiful Radio Host Award” [2010]**

Monitor Latino **“Best Radio Host Award -Genre: Pop” [2010]**

MODELING

Patricia Sturla [2002-2003]

Macy's [2003]

JCPenney [2003]

EDUCATION

Universidad de Colima Mexico- Communications Major [1996-1999]

HOBBIES

Community work (pediatric cancer; healthy lifestyles; AIDS awareness), Activism (advocate for youth and Latino community); Marathon Runner; Basketball; Family Oriented activities; Young Adult instructor for community communication class.

FITNESS**Running**

LA Marathon [2010, 2011, 2012, 2013, 2015]
Telcel Mexico City Marathon [2018]
Boston Marathon [2017, 2018]
ING New York City Marathon [2013]
Bank of America Chicago Marathon [2016]
Rock 'N' Roll Las Vegas Marathon [2010]
Rock 'N' Roll San Diego Marathon [2011, 2013]
The San Francisco Marathon [2011, 2013, 2016]
Santa Rosa Marathon [2017]
Revel Mount Charleston Marathon [2016]
Revel Canyon City Marathon [2015]
California International Marathon [2017]
Long Beach International City Bank Marathon [2014]
The OC Marathon [2011]

PROFESSIONAL REFERENCES

Freddy Moza
Director - Producer, 'Jesucristo Vive - La Pasión'
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