

LUZ CORONA

PRONOUNCED LOOS; RHYMES WITH JUICE.

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CONTENT HIGHLIGHTS

- Spearheaded and produced 2019 Coca-Cola Holiday influencer content targeting Hispanic-American moms
- Created Talent Evaluation Scorecard that was implemented across other teams within agency
- Produced award-winning Sprite x Spotify Rap Caviar "Sprite Breakthroughs" 2018 campaign
 - GOLD MomentUM Award Winner for Best Use of Individual Medium
 - SILVER MomentUM Award Winner in both Best Content Creation & Best Cross-Cultural Campaign
- Produced Sprite's Thirst for Yours 2019 campaign that aired music video globally on BET Jams

SKILLS

- BILINGUAL (SPANISH)
- CREATIVE STORYTELLING
- DIGITAL CONTENT PRODUCTION
- EXPERIENCE IN CMS PLATFORMS
- CREATIVE SOLUTION-ORIENTED
- PUBLIC SPEAKING
- PROJECT MANAGEMENT
- CROSS-TEAM COLLABORATION

PROFESSIONAL EXPERIENCE

Content Manager, Coca-Cola Connections Studios, Universal McCann April 2018 - Present

COCA-COLA CONNECTIONS STUDIOS, UNIVERSAL MCCANN

CLIENTS: COCA-COLA TM, SPRITE, FANTA, DIET COKE

- Lead multiple custom content programs for Coca-Cola brands from ideation through execution
- Expert in guiding ideas designed to drive brand relevance among diverse multi-ethnic audiences
- Manage production timelines and ensure all teams, agencies, partners, and clients adhere to deadlines
- Provide full creative oversight on programs - acting as brand representative on set to ensure guidelines met
- Collaborate with strategy, planning, & investment teams to drive integrated marketing campaigns
- Work alongside Creative Director to ensure integrity of creative vision is kept intact through execution
- Provide strategic solutions to roadblocks during all stages of production (from pre to post)
- Manage influencer programs for respective brands; conduct thorough talent vetting and recommendations
- Review contract agreements and negotiate usage rights for all partnership and talent agreements

Supervisor, Digital Investment

Jan 2017 - Mar 2018

PHD MEDIA

CLIENTS: FOOT LOCKER INC., HAWAIIANAS

- Strategic digital client lead; delivered cost efficient digital media plans overseeing ~\$1MM budgets
- Established overall workflow between the brands, agencies, and partners
- Orchestrated and managed internal resources to deliver timely plans and creative
- Analyzed and summarized campaign performance to continue evolving client's business and SOV
- Fostered innovation by sharing new ways our clients can leverage 360 media to achieve business goals
- Managed digital team to execute daily tasks while preparing them to lead future digital initiatives

Digital Media Planner

Feb 2015 - Dec 2016

ZENITH OPTIMEDIA

CLIENTS: JP MORGAN CHASE, GENERAL MILLS

- Brainstormed with strategy teams to develop impactful media plans for initiatives on major lines of business
- Assisted in planning and executing digital media plans for multicultural initiatives
- Crafted knowledgeable and relevant POVs assessing media opportunities
- Negotiated media buys, makegoods, positioning, added value
- Built relationships with sales reps to analyze value and application of media platforms for client's media plan
- Launched brand partnership campaigns across Chase Sports and Entertainment line of business
- Participated in creative brainstorming sessions within the agency for a variety of client pitches

EDUCATION

From Script to Screen

Spring 2020

SCHOOL OF VISUAL ARTS

A continuing education course covering the fundamentals of screenwriting and film production

Master of Professional Studies in Branding and Integrated Communications

May 2015

CUNY CITY COLLEGE

Bachelor of Arts in Political Science

May 2010

SUNY ALBANY

CONTACT



914-420-2221



LFC915@GMAIL.COM



QUEENS, NY

REFERRALS AVAILABLE UPON REQUEST