

LORENZO PARRO-MALDONADO

ON-AIR TALENT

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REEL: <https://bit.ly/3zAqjVa>

IMDB: <http://imdb.to/>

Profile

- Creative and engaging storyteller with 15+ years of experience in fast-paced and deadline-driven work environments.
- Bilingual producer and TV host adept at determining priorities, commanding attention, and engaging stakeholders.
- Proven record of success guiding creative vision, driving brand awareness, and connecting people to products/services.
- Collaborates with executives and designers to develop innovative content, scripts, and productions.
- History of success developing innovative concepts, integrating new technologies, and managing social media strategies.

Core Expertise

Content Development
Entertainment & Comedy
Media Production
Brand Ambassador
Creative Direction
Budget/Project Management
Relationship Building
Social Media Strategies
Excellent Writing/Editing Skills

Professional Experience

► HEAD WRITER/HOST | CONFETTI MEXICO, FACEBOOK (<https://imdb.to/3TYNv7B>) 9/2018 - 11/2019

Develop and publish innovative concepts for the top Facebook watch show worldwide.

- Produced 450+ episodes, expanding business to reach over 15 million followers in less than a year.
- Partnered with designers to create powerful and imaginative graphics.
- Developed and integrated drop-in promotional events
- Attended meetings with network partners to determine priorities and implement best practices for linear maintenance workflow.
- Selected music and voice-over (VO) production techniques.
- Championed outreach initiatives, capturing over 1 million viewers daily.

► CREATIVE WRITER | (HITN) (REEL: <https://bit.ly/3NG8OZz>) 3/2016 – 9/2018

Introduced a family-friendly puppet TV show called “Sonia at Trabubuland”.

- Managed pre- and post-production tasks, including scriptwriting, casting, shooting, editing, and sound mixing.
- Composed scripts with designers and network executives focused on science, technology, engineering, and mathematics (STEM) curriculum.
- Assisted creative team with logistics and execution/delivery management.

► CONTENT CREATOR/HOST | IMAGINA US. (REEL <https://bit.ly/3TV6XCr>) 1/2016 – 10/2017

Established content and hosted “Politicamente Correctos”, a political satire TV show.

- Led creative teams and supervised pre- and post-production activities, including scriptwriting, casting, shooting, editing, and sound mixing.
- Partnered with senior producers to develop live interview segments and enhance online visibility.
- Collaborated with VP of programming to reinforce priorities and expand partnerships.

► WRITER ACTOR | TELEVISIA (REEL: <https://bit.ly/3UlpqQh>) 1/20105– 12/2016

► **HEAD WRITER/HOST | FUTBOL MUNDIAL (REEL: <https://bit.ly/3TWEX1f>)** **1/2015 – 1/2016**

Created hit comedy show “Bilbainadas WebSeries”, discussing real-life experiences.

- Composed and delivered scripts for a sitcom created for the Spanish soccer team, Athletic Club Bilbao.
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► **SPORTS PRODUCER/REPORTER | UNIVISION/BeIN SPORTS (REEL: <https://bit.ly/3Wl3zSJ>)** **1/2013 – 12/2014**

Covered worldwide sporting events, including Superbowl XLVIII and Brazil World Cup.

- Interviewed soccer and football players and composed scripts for pre- and post-game analysis.
- Collaborated with senior producers to deliver live interview segments and drive online operations.

► **GENERAL PRODUCER | UNIVISION** **1/2014 – 12/2014**

Produced a show titled “La Viuda Negra” based on the life of Griselda Blanco.

- Sourced and managed 50+ employees, including associates, producers, and production assistants.
- Orchestrated operations and disseminated communications, ensuring efficient and effective processes and procedures.
- Approved budget expenses for third-party resources such as communications, facilities, equipment, and services to televise remote events.
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► **EXECUTIVE CREATIVE/HOST | TELEMUNDO (REEL: <https://bit.ly/3NokHmJ>)** **1/2011 – 12/2011**

Hosted and composed scripts for a late-night show called “TuNite con Lorenzo Parro”.

- Researched pop culture and daily topics, assisting the creative team with logistics and delivery management.
- Conducted celebrity interviews, delivered comedy sketches, and introduced musical performances.
- Collaborated with senior producers to present live interview segments and enhance online operations.

Awards & Recognitions

Premio Especial Jurado **BILBAOWEBFEST** 2015

Seleccion Ametz **BILBAOWEBFEST** 2015

Education & Professional Development

Bachelor of Arts in Theater, Centro Nuevos Creadores

Computer Engineering, University of Deusto

Technical Proficiencies – Google Docs/Sheets | Microsoft Office Suite | Adobe Premiere | Social Media Platforms

Fluent in English & Spanish
