

# Marlon Fuentes

11854 Idaho Ave. | Los Angeles, CA 90025,

[mf@marlonfuentes.info](mailto:mf@marlonfuentes.info) • (562) 552-5262 • [LinkedIn](#) • [My website](#) •

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## University of California Los Angeles

Los Angeles, CA, 2008-2010, Bachelor of Arts, Ethnomusicology

## UCLA Anderson Graduate School of Business

Riordan MBA Program 2015

## BUZZFEED

Producer

February 2017 - present, Hollywood

### Partnerships and International

- Led Google VR Creator Lab pitch winning BuzzFeed \$40,000 in funding.
- Worked with Mexico City team on UX for prototype BuzzFeed VR App
- Represented BuzzFeed at Youtube Space Meetings (partner)
- Secured equipment partnership from Yi Technologies and Insta360
- Identified talent for editorial content created, worked with casting to develop relationship.

### Content Development / Project Management / Design

- Created immersive branded content ( 360 / 180 video / AR Prototypes) for Samsung Marketing Campaign resulting in over 1M views across facebook, youtube, instagram, and snapchat.
- Collaborated with a team of talented producers to manage entire process from concept to distribution.
- Processed youtube data to make better informed decisions about content.
- Worked across sales, marketing, and production to ensure projects on budget and schedule.

## REDBULL

Producer (contract)

October 2017, Los Angeles / Trinidad and Tobago

- Produced "Lavantille," a VR film for Redbull Music Academy. [Link](#)
- Managed relationship between talent partners in Trinidad and Tobago.
- Led project abroad to deliver on time and 15% under budget with expedited turnaround.
- Created promotional assets for facebook, youtube, and instagram.

## VERYNICE DESIGN AGENCY

Content Strategist

Jan 2016 - Feb 2017, Los Angeles

### Research

- Created and delivered 17 custom client workshops on lean analytics and design thinking.
- Developed 20 year future trend report for American Heart Association (client).

### Business Development

- Lead growth marketing initiatives through funnel design.
- Wrote in-bound thought leadership content on site.

### Creative / PR

- Produced 360° VR project in The Andes, Chile for Keteka (client)
- Led strategy for client work across facebook, instagram, snapchat, and youtube.

## SHAKIRA | LIVE NATION

Opening DJ

October 2010-January 2011

Performed before Shakira at Staples Center, Honda Center, and other tour venues.

## **CENTER FOR NONPROFIT MANAGEMENT**

Marketing Manager

2012 – 2016

### **Branding**

- Led brand identity overhaul while managing agency and implemented across web, social, signage, and print.
- Established copywriting guidelines, shepherding brand voice throughout publications written by staff.

### **Strategy Consulting / Presenting**

- Facilitated focus groups and designed curriculum in English and Spanish with 97% rating.
- Designed curriculum for seven different storytelling, design, and marketing courses.

### **Product Management**

- Led art direction and monetization strategy for e-learning management system.
- Facilitated user experience research, translated business objectives into design iterations, and communicated requirements to a project team at Kineo, a global e-learning company.
- Coordinated product launch, onboarding and marketing strategy
- Pitched the W.M Keck Foundation resulting in a \$250,000 seed investment.

## **LOS ANGELES THEATER CENTER**

Director of Marketing and Design

October 2010-January 2011

- Designed all outdoor signage on time and under budget saving over \$15,000/ year.
- Created partnerships with local businesses to increase visibility of marketing promotions.
- Tested guerrilla style marketing campaigns resulting in new audience generation and a 43% increase in attendance among millennials.
- Utilized design research to advocate and test new ideas resulting in \$45,000 in new revenue.

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## **Awards / Publications / Volunteer**

### **MIT MEDIA LAB**

Grand Prize, Virtual Reality Hackathon, 2017

- Helping people overcome fear of public speaking with experiential learning and feedback.
- Simulates speaking scenarios such as job interviews and wedding proposals with 360° video.
- Contributions: UX, UI, 360° video, Unity 3D development. [Link](#)

### **GOOGLE**

Best Mobility Award, 2015 Google Assistive Technology Makeathon [Link](#)

- Used Google Maps and phone to help vision impaired mobile users navigate more independently.
- Worked under the mentorship of Professor Jaffe, Stanford D. School
- Contributions: User research, use case, and UI design.

### **IMPACTO USA / SPANISH LANGUAGE NEWSPAPER**

<https://www.excelsiorcalifornia.com/2008/02/14/el-violn-de-itzhak-perlman/>

### **MONOCLE MAGAZINE, (Featured for Diplomatic work with Brazil)**

<https://monocle.com/magazine/issues/109/reversal-of-fortune/>

### **AIGA, PROFESSIONAL ASSOCIATION FOR DESIGN**

Board Member, Media and Partnerships task force, 2014-2016