

# Marlon Fuentes

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**Emerging technology specialist with a proven record of developing new ways of gauging consumer behavior through the lens of immersive media.**

## Experience

### **360° VR Producer, BuzzFeed, Hollywood, CA January 2017 – Present**

Secured \$40,000 in R&D funding from Google within the first three months on the job.  
Optimized 360° video concepts for Samsung, Youtube, and BuzzFeed using heat maps.  
Implemented test and learn methodology for developing new editorial frames.  
Contributed to Cultural Cartography Project for immersive media.

### **Creative Producer, Redbull, Los Angeles, CA – 2017**

Conceptualized and executed ethnographic 360° VR content for the Redbull Music Academy in Latin America/Caribbean. [Link](#)

### **Founder, Brazil Arts Connection – 2015 – Present**

Created a nonprofit fiscal sponsor for the Brazilian Consulate Cultural Sector in Los Angeles.  
Featured in London-based [Monocle Magazine's Soft Power Edition \[December/2017\]](#)

### **verynice design studio, Content and Design Strategist, January 2016 – January 2017**

Wrote and facilitated 20 year futures roadmap workshop for American Heart Association.  
Developed strategy documents for clients using quantitative and qualitative research.  
Created and delivered custom client workshops on lean analytics and design thinking.

### **Marketing and Design Manager, Center for Nonprofit Management, 2013 – 2016**

Created brand identity system and led content strategy across channels still in use.  
Facilitated focus groups and curriculum in English and Spanish with 97% rating.  
Developed online learning program now grossing over \$400,000 in subscriptions.

### **DJ, Shakira/Live Nation, USA, 2010**

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

## Education

University of California, Los Angeles; Los Angeles, CA – B.A. Ethnomusicology, 2010  
UCLA Anderson School of Business, Riordan MBA Program, 2015

## Awards/Projects

[Grand Prize Winner, 2017 MIT Media Lab, Virtual Reality Hackathon](#)

[Best Mobility Award, 2015 Google Createathon](#)

Board of Directors, AIGA (Professional Association for Design), 2015-2017

## References

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