

Marlon Fuentes

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Education

University of California Los Angeles

Los Angeles, CA, 06/2008 – 07/2010, Bachelor of Arts, Ethnomusicology

UCLA Anderson Graduate School of Business

Riordan MBA Program 2015, Innovation Concentration

Work Experience

Grammy Awards – Genre Manager

August 2018 - Present

- Manage Awards entries and product for LATAM, APAC, EMEA, regions
- Collaborate with Award staff to define, discover and classify music genres
- Exploring use of volumetric media with RYOT Studio and Verizon5G
- Own the World Music Award throughout the Grammy Process

BuzzFeed – Immersive Media Producer

March 2017 - December 2017

- Initiated Google VR Creator Lab pitch winning BuzzFeed \$40,000 in R&D funding plus training.
- Trained BuzzFeed Mexico City team to create VR video and record spatial audio.
- Wrote creative briefs, and executed multiple VR digital media projects for Samsung campaign.
- Collaborated with a production team to manage entire process from concept to execution.
- Worked cross-functionally with sales, marketing, and editorial to ensure production was under budget and schedule.

Redbull – Immersive Producer (contract)

October 2017, Los Angeles / Trinidad and Tobago

- Produced “Lavantille,” a VR film shot in the Caribbean for Redbull Music Academy. [Link](#)
- International travel project delivered on time and 15% under budget with expedited turnaround.
- Created promotional assets for facebook, youtube, and instagram.

verynice design studio – Design Strategist / Emerging Technology Specialist

January 2017 - February 2018

- Produced bilingual 360° VR content in The Andes, Chile for Keteka (client)
- Produced comprehensive creative strategy and content for technology brands.
- Led strategy for client work across facebook, instagram, snapchat, and youtube.

Center for Nonprofit Management – Marketing Technology Manager

February 2012 – January 2016

Leading Brand Strategy

- Led internal brand identity overhaul while supervising outside creative agency.
- Established copywriting guidelines, shepherding brand voice throughout publications written by staff.

Client Facing 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.
- Pitched the W.M Keck Foundation resulting in a \$250,000 seed investment.

Latino Theater Company - Marketing and Design Manager
October 2010-January 2011

- Designed all outdoor content on time and under budget saving over \$15,000/ year.
- Started a shared profit venture with a wine event producer. Maximized profit with sold out performances increasing average revenue by 50% and activating 1,543 new audience members.
- Tested guerrilla style marketing campaigns resulting in new audience generation and a 43% increase in attendance among millennials.

Shakira, Live Nation (contract)
October 2011

- Perform opening DJ set during Shakira Sale el Sol Tour
- Coordinate inventive performances during show

Awards / Press / Passion Projects

Oculus – Launchpad Producer (Grantee Accelerator Program)
Jan 2018 - Present, Los Angeles, Menlo Park

- Producing VR Game called Realidad Tropical for Oculus
- Record bilingual voice over and edit video for marketing promotions.

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.Org

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.

World Bank – Technology Coach (Youth Entrepreneurship Hackathon)

May 2018, Tegucigalpa, Honduras

Monocle Magazine

(Featured for Diplomatic work with Consulate of Brazil)

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

AIGA (Professional Association for Design)

Board Member, May 2014 – May 2016