



# LUISA IBANEZ

Creative Content Line Producer

Bilingual Communication Specialist with more than 25 years working for media outlets and organizations developing content with commercial and social purposes. Content Producer for the most important Hispanics networks in US and LATAM, working with private and public sectors in the most successful shows and content created in South Florida. Credentials as P.G.A Producer member of The Academy of Television Arts & Sciences with an overall of 1000 hours of content produced in different formats prove my successful journey producing TV series, telenovelas, documentaries, Live Shows, News coverage, social campaigns commercials and radio.

As communication consultant, I worked for National Campaigns for the Secretary of Health and the Academy of Dentistry of Peru focused in new policies in oral health. Faculty member at the Filmmaking Department at the **New York Film Academy** - South Beach Campus since 2020 and International Speaker.

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IMDbPRO Luisa Ibáñez

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## Creative Content Producer/Commercials

### PRO-CONTENT MEDIA LLC

2023 - Commercial ASTON MARTIN - New SUV DBX  
Line Producer/ Production Management in Miami, FL.  
Dir. FILFURY (UNTOLD STUDIOS UK)

2022 - Commercial MEGAFORCE SPP - Development  
/Line Producer/ Production Manager in Houston, TX .  
Dir. Demian Grider

2021 - Commercial MOBILE LEGENDS BANG BANG  
Production Management in Washington DC, and VA.  
Dir. Gonzalo Iglesias (CANICA FILMS PERU)

2021 - Brand Development: THE SOLAR EXPERT LLC

2021 - Brand Development: E&D MARKETING  
SOLUTIONS.

## Content development/ Packaging

### PRO-CONTENT MEDIA LLC

2023 - Feature Film "Open Wounds" written and Directed  
by Ron Krauss.(USA)

2022/23 - TV Series "Zoociedad" written by Jorg Hiller  
(COLOMBIA)

2022 - Feature Film "Holidays": Written and Directed by  
Boris Akopov (RUSSIA)

2021 - Feature Film "Stop & Smell the Roses: Written and  
Directed by Brian Skeet (UK)

2020 - Feature Documentary "ABYA YALA": Written and  
Directed by Bayardo Chavez

2020 - Feature Film "Perfidious": Written and Directed  
by Ileana Vasquez (USA)

2020 - Feature Film "Blood on the Streets": Written and  
Directed by Joseph D.Peters (USA)

2019 - Feature Film "Prepare to Engage": Written by  
Barry Langer (USA)

2019 - Feature Documentary "Reglas Mexicanas":  
Written by Andrew Wilson (UK)

## Production Management Independent Films

### PRO-CONTENT MEDIA LLC

2023 - Short Film "Stoplight" written and Directed by Alejo  
Arana (ARGENTINA)

2023 - Short Film "Confined" written and Directed by Clifton  
Askew (USA)

2023 - Short Film "The Scammer" written and Directed by  
Jean Eddy Seide (USA)

2022 - Feature Film "My Magic Sunshine": Written and  
Directed by Luisa Ibanez (USA)

2021 - Short Film "222": Written and Directed by Zoe Bell  
(USA)

2019 - Short Film "The Cage": Written and Directed by  
Jaime Segura (USA)

2019 - Feature Film "Death of a Fool": Written and Directed  
by Ismael Gomez (USA) / FUACATA FILMS

2018 - Short Film "Barely Noticeable": Written and Directed  
by Andrew Kiaoscuro (USA)

## International Co Production Services

### PRO-CONTENT MEDIA LLC

2023 - News coverage local and politics events in  
South Florida for "CUARTO PODER" (America TV - PE)

2023/24 - TOTAL ENTERTAINMENT BRAZIL- TV  
Series "Zoociedad" to be produced in Miami, Rio de  
Janeiro and Santander (COL)

2019 - NETFLIX/TELEVISIA MEXICO - TV Series  
Episodes "El Dragon" in iconic locations in Miami,  
Florida.

2019 - BAMBU SPAIN - TV Series Episodes "En  
el Corredor de la Muerte" Fort Lauderdale - FL.

Line Producing/ Supervisor  
TV Series - Telenovelas

#### **NBC UNIVERSAL - TELEMUNDO STUDIOS**

2019 - TV Series - Emmys Nominated "Al Otro lado del Muro" (72 episodes)

2018 - TV Series - Emmys Nominated "Jenni Mariposa de Barrio" (92 episodes)

2018 - TV Series - "Silvana sin Lana" (110 episodes)

2017 - TV Series - "Dueños del Paraiso" (100 episodes)

2017 - TV Series - Emmy's nominated "En Otra Piel" (120 episodes)

Executive Producer  
TV Series - Children

2005 - TV Series - "Amigos Por Siempre". ANDA Awards

2006 - EWTN / PERU

2003 - TV Series - "Estos Chikos de Ahora".  
PANAMERICANA TV/PERU

Talent Management/Producer

#### **CAPELLA PRODUCCIONES**

1999 - Talent Management singer "Anais"

1999 - Music Producer Duet "Celina Gonzalez, Reutilio and Anais" with Colombian and Cuban Musicians

1999 - Video Producer "Babalu Mix" Song directed by Percy Cespedez

2000 - Press Tour Anais in US: HBO, RITMO SON, and Tours in Cuba, Argentina, Paraguay and Dominican Republic.

Executive Producer/ Entertainment

#### **PANAMERICANA TELEVISION**

1999 - Comedy prime time Live show "24 Minutazos"

2000 - Live Social Campaigns: "Todos por Amor, "Teletón"

2001 - Live family shows " La Alegría del Mediodía"

2002 - Saturday Night Live Show "Noche de Estrellas"

Content Producer/ Entertainment

#### **LATINA**

1990 - Game Show "En la Mira del Exito"

1991 - Game show for children "Boing"

1991- Talent Management and Stage Producer Live shows on TV: Miss Teenage America, Miss Peru and Latin Model Pageant.

1992 - General Producer Music Show "TAXI"

Unit Producer  
TV Series - Telenovelas

#### **NBC UNIVERSAL - TELEMUNDO STUDIOS**

2016 - TV Series - "Quien es Quien" (120 episodes)

2016 - TV Series - "Dama y Obrero" (120 episodes)

2015 - TV Series - "Pasión Prohibida" (120 episodes)

2014 - TV Series - "Una Maid in Manhattan" (120 episodes)

2013 - TV Series - "El Rostro de la Venganza" (120 episodes)

2012 - TV Series - "Mi Corazon Insiste" (120 episodes)

2011 - TV Series - "Alguien te Mira" (120 episodes)

2010 - TV Series - "Perro Amor" (120 episodes)

Sports / Entertainment Producer

#### **MEDIA NETWORKS / TELEFONICA**

2004 - Entertainment Music/Sports show "Rock & Gol"

2004 - Entertainment Game/Sports show "100% Fanáticos" (12 seasons) with International coverage and product placement. Original format.

Events Producer

#### **ANDES PRODUCCIONES**

1996 - Tour Manager Perú "Los Adolescentes" Band

1997 - Tour Manager Latin America "Lisandro Meza y Orquesta (Perú, Bolivia, Paraguay, México)

Content Producer/ Entertainment

#### **GLOBAL TV**

1998 - Family Live Show "Gisela Contigo"

Executive Producer/ Entertainment

#### **AMERICA TELEVISION**

1993 - International Event Producer for BTS: Viña del Mar, Premios lo Nuestro, Festival Acapulco, Festival Cerveza Cusqueña, Festival OTI.

1994 - Live Music Show: STUDIO 4 with international guests and live performance: Bon Jovi in Costa Rica, Enanitos Verdes, Mana, Yuri, Gloria Trevi, Fito Paez, Nito Mestre, Alejandro Sanz, Shakira, Thalia, Juan Gabriel, etc.

1997 - Family Live Show: "Gisela en America"

News Producer/ Coverage

#### **FRECUENCIA LATINA**

1991 - Supervised multiple crews at a time leading the **operational team on News coverage as Presidential Elections.**

1992 - Entertainment Content Producer for Magazine "Ayer y Hoy" (August 1990 - March 1993)

## SKILLS

Big Picture-planner - Line Producing  
Packaging - Film finances structure  
Risk assessment  
Tax Incentives  
MM Scheduling/ Budgeting  
AICP Budgeting  
RFP, Bids  
Microsoft office (Word, excel,PPT)  
Business Affairs,  
Legal and clearances,  
Safety Sets - , EHS  
Location management  
Stage Producer  
Music Producer  
Video Music Producer  
On set/ field production Teamwork  
Panelist  
Workshops  
Bilingual (ENG/SPA)  
Video editing/ live streaming  
Graphic design  
Editing  
Writing

## SOCIAL ADVOCACY - VOLUNTEER USA/PERU

- Volunteer Operation Action over Awareness fighting Child and human trafficking at the Border AZ- active participant "Veterans on Patrol"
- Veterans Network
- Comcast Cares
- Brigada "Alerta Perú" - Secretary of Health (PERU) & Peruvian Academy of Dentistry.

## PUBLICATIONS

COLEGIO ODONTOLOGICO DEL PERU  
Revista Dental - Bi monthly Printed publications

EL AMAUTA NEWSPAPER - NEW JERSEY  
Weekly Printed Publications

## AFFILIATIONS

Producer's Guild of America (PGA)  
Academy of Television Arts & Sciences (ATAS)  
NATPE  
ARRAY CREW  
BGDM (Brown Girls Doc Mafia)  
FILM FLORIDA  
WAWA  
IFP (Independent Filmmaker Project)  
WOMEN ON SET

## EDUCATION

Project Management Professional (PMP)  
ESAN - School of Business, Peru (2006)

Social Studies in Communication - Undergraduate  
University of Lima, Peru (1989-1994)

Film and TV Production Certificate Specialist  
Universidad Católica del Peru (1994)

Writing for News & Television  
Universidad Ciencias Aplicadas, Peru (1997)

Social Responsibility in Mass Media Certificate  
Universidad San Martin, Peru (1998)

SWOT Analysis Certificate  
SGS Certification (2004)

