

Lisa Alvarado

POB 10241, Fayetteville AR 72703 USA Tel: 479-502-6141 Email: ardomemedia@yahoo.com

Producer, Digital Media, Marketing & Promotions, Artist

Mission

I am a team player who is creative, passionate, curious, positive, and driven.

Career Highlights

Over the years I have created, designed, produced, and marketed projects that are educational, informative, and entertaining. I take an active role in project development, execution, and get the attention of the target market in order to achieve maximum results.

Experience

Television & Video Producer 2004-2008

- "Asi, Asi. Just Like That"
TV Show in Spanish & English, Bilingual Reality TV Program aired on local Univision & My Network TV - Arkansas, Run Time 25 min. Paid Programming.
Responsibilities – Created reality show concept, produced & hosted 14 episodes, story development, art direction, did all editing, created Flash animation for intro, designed & maintained website including text & photography, did fundraising meetings & presentations for major corporations and area businesses, school & library presentations, designed bilingual DVD cover and all marketing materials & website www.AsiAsi.tv, website promotions, press releases, etc.
- "Emilio's Adventures in St. Louis"
"Emilio's Adventures in Costa Rica"
"Emilio's Adventures in Chicago"
Responsibilities - Produce Children's Educational video, Kids learn first words in Spanish, Scriptwriter, Camera Operator, 2-D Animator, Editor, Graphic Designer, Web Master www.EmiliosAdventures.com, RT 30 min. Educational Children's Series
- "Biker Stories 2"
"Biker Stories 1"
Responsibilities - Documentary Producer, Art Director, Editor, RT 40 min. – Award Winner (See below), Film Pig Trail Harley Grand Opening, Bikes Blues & BBQ, Bikers, events
- "Barriers to Bridges"
Duties - Produce Instructional Video for client - Youth Can & Just Communities of NWA, Springdale, AR, Producer & Editor, RT 12 min.
- Other Documentaries
 - "Artist - Gail Stoops" Documentary, Run Time: 28 min.
 - "Walton Art Center & Ballet Hispanico" - Arts Education Program Video, Camera Operator
 - "NCCJ - National Conference for Community & Justice" - Diversity Video -, RT 20 min.
 - "Mujeres en Accion" - Documentary, Run Time: 15 min.
 - "U of A Pi Beta Phi" - Recruit Video, University of Arkansas Sorority, RT 12
 - "Second Sight" - Student Documentary, RT 30 min.

Founder of NWAtalent.com 2004 – 2008

Nonprofit Arts & Media Organization, Creative Talent of NW Arkansas

Duties - Concept creator, Sales & Marketing, Promotions, Events, Fundraising, Meetings, Webmaster, non-profit application, Program development, Art Direction

Speaker/Presenter 2007 - 2008

- Woodland Jr. High, Fayetteville, AR, Film Class
- Rogers High School, Rogers, AR – Film Class
- Ark. Foreign Language Convention, Conway, AR
Duties: Present educational video projects - "Asi Asi" & "Emilio's Adventures" to Arkansas foreign language teachers
- Popular Culture Assoc., Boston, MA, Motorcycle Studies & Children's Media
Duties: Present Biker Stories 1 & 2 to audience of Popular Culture & Doctoral Thesis Participants for special studies

Production Assistant 2007

"In Front With Wal-mart" - June Beallor Productions – Los Angeles, CA

Responsibilities – Assist Production team to various locations in Northwest Arkansas, get releases signed, provide food & restaurant information, assist film crew for Shareholder's Convention, Fayetteville AR

Television Sales Assistant 2003

Hearst-Argyle TV, KHOG – KHBS – Sales & Marketing Assistant, Fayetteville, AR

Responsibilities – Create all sales materials & one sheets, maintain ABC show time & costs inventory, input spot orders, agency reports, assist with local commercials, organize & maintain department

Talent Manager & Stage Mom 1996-2005

Agent Represented in Miami, Los Angeles, Arkansas. Manager of 4 kids ages newborn to 16.

Commercials included: Eastman Kodak (Int'l), Kellogg's Pop-Tarts (Nat'l), Costa Cruises (I), Pizza Hut (N), Sawgrass Ford (Regional), Dodge (R), Bell Telephone(R), Creepy Crawlers (R), Motorball (R), City of Miami-Dade, featured guest on Cristina show "Babes que hace commercials, Babies making commercials" Print jobs included: Wal-mart, JC Penney, Sears, & other European publications

Responsibilities – take children to auditions & paid commercial & print jobs, maintain current zed cards & resumes, build agent/client relations.

Artist & Graphic Designer 1997-2008

Seahorse Graphics, Miami, Florida.

Clients included: Parrot Jungle & Gardens, Copa Airlines, Alexis Promotions, Milenio Marketing, Music Groups, Iglesia Biblica Cristiana, K's Beauty Salon

Responsibilities - I designed all kinds of promotional materials such as logos, brochures, flyers, posters, publication ads, business cards & letterhead, CD Covers, t-shirts, billboards, banners, labels, package design, book covers and illustrations. I worked directly with clients and assisting them in marketing choices. My art background gave me an edge in gaining the client's confidence.

Training

- "Cineposium" - Little Rock, AR with Rick Schmidt author of "Extreme DV" 2005
- "2 Day Intense Filmmaking Seminar" - Stone Soup Studios, Fayetteville, AR 2004
- Screenwriting Seminars - CBS Station, Los Angeles, CA 2002
- Writing & Publishing Children's Book - Santa Monica College 2002

Education

- John Brown University-Siloam Springs, AR
Digital Media Major, 3D Animation, 2D, Video Production & Editing
- Learning Tree University - Chatsworth, CA
Digital Media, 3D Animation, Web Design, Video Production
- Miami-Dade Community College – Miami, FL
Associates Degree - General Studies
Special Studies in Graphic Design, Desktop Publishing, Printing, Art

Awards

- "Special Mention D'Honneur" - Biker Stories 2
Milan, Italy, Sport Movies & TV, FICTS Festival 2007
- Winner Silver Ten Award - Biker Stories 2
Mumbai, India, Sport Movies & TV, FICTS Festival 2007

Programs

Adobe Photoshop, Adobe Premiere, Final Cut Pro, Macromedia Flash, Freehand, Illustrator, Dreamweaver, Microsoft Word, PowerPoint, Outlook, Excel

Other

Fluent in Spanish, Sales & Marketing, Strategic Promotions, Graphic Design, Web Design, Flash Animation, Digital Photography, Talent Coordinator, Fundraising, School & Library Presentations, willing to travel

References

(available upon request)

Websites

- NWAtalent.com
- AsiAsi.tv
- EmiliosAdventures.com
- www.myspace.com/mamaleecow - character animation
- www.myspace.com/asiasitv - art & graphic design