

PAMELA HERNANDEZ COLIN

324 St. Andrews Place | Los Angeles, CA | (323) 552-3490 | pamela.hcolin@gmail.com

EDUCATION

UCLA Extension - Los Angeles, California
Business and Management of Entertainment Certificate
GPA 3.67

Expected July 2019

SAE Institute - Barcelona, Spain
Audio Engineering & Event Production, A.A.
Pro Tools Certificate

2005 – 2007

SELECTED WORK EXPERIENCE

Creative Consultant, Roundhouse Multimedia | Mexico, Caribbean & USA
Music architecture curator. Clients include: Planet Hollywood, Hyatt, Melia, Rosewood

2017 – Present

- Devising music experience concepts for hospitality and retail to increase guest satisfaction
- Design of client creative briefs and proposals
- Revamp of internal and external brand image as well as strategy development for web presence

Brand Manager & Event Producer, Hard Rock Hotel | Cancun, Mexico

2013 – 2016

Liaison between corporate headquarters and hotel departments to execute marketing and entertainment initiatives

- Developed and produced events such as Jason Derulo Pool Party Concert & Lil' Jon Pool Party Concert
- Managed talent for social media photoshoots and events including Imagine Dragons, Snoop Dogg & Steve Aoki
- Curated all in house music, entertainment activities and live acts performing on property
- Led the audiovisual department, managed the staff, budget, event vendors and schedules

Cultural Representative, Walt Disney World | Orlando, Florida

2010 – 2011

Professional development program participant. Attractions trainer

- Assisted venue staff for concerts and events including Air Supply, Sugar Ray & Hanson
- Obtained certifications in: Creativity and Innovation, Corporate Communication, Entertainment Show Production, Innovation & Technology

Mixing Engineer & Quality Control Assistant, SDI Media | Mexico City, Mexico

2007 – 2009

Provided dubbing services such as recording, mixing, editing for broadcast, theatrical and video games for clients including Disney Character Voices International, EA Sports, DreamWorks & Paramount Pictures

- Ensured clients' guidelines for standards and practices as quality control assistant
- Installed hardware, software and acoustic material for the opening of the studio

PROJECTS

- **Entertainment Project Specialist** - Blue Diamond Resorts Mexico & Caribbean Islands – 2017
- **Producer "F1 Grand Prix Mexico, 2017"** - CREA Mexico City 2016 – 2017
- **Concept Designer** - Hard Rock Hotel & Casino Punta Cana Dominican Republic – 2016