

CARLOS C. FERNANDEZ

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BILINGUAL THEATRE ARTS & EVENT MARKETING PROFESSIONAL WITH 15+ YEARS OF EXPERIENCE

PROFESSIONAL PROFILE

A multifaceted, passionate, and dedicated drama major, educator, and event marketing professional with demonstrated experience teaching a diverse student population and coordinating, promoting, and executing theatre arts productions and special events. An effective motivator, coach, and mentor with exceptional communication and negotiation skills accustomed to raising funds and awareness, recruiting and retaining volunteers, supervising employees, maintaining client relations, and managing all aspects of project, production, and event operations and planning. Team player recognized for ability to thrive in both independent and collaborative work environments; propensity to establish and maintain solid relationships with co-workers, students, parents, management, and the community. Quick learner, with an ability to easily grasp and apply new ideas, concepts, methods, and technologies. Strong interpersonal, organizational and relationship-building skills. Excellent written and oral aptitude.

CORE COMPETENCIES

- *Community/Media Relations*
- *Marketing/Promotions*
- *Client Relations/Retention*
- *Volunteer Recruitment*
- *Business Development*
- *Creative Lesson Planning*
- *Program Development*
- *Relationship- Building*
- *Project Management*
- *Vendor Relations*
- *Mentoring/Advising/Coaching*
- *Networking*
- *Event Coordination/Execution*
- *Theatre Production/Direction*
- *Sponsorship Sales/Fundraising*
- *Employee Supervision*
- *Team Development/Training*
- *Budgeting/Cost Containment*

FORMAL EDUCATION/CERTIFICATIONS

Bachelor of Arts Degree, Drama
University of St. Thomas, Houston, Texas
Graduated: August 1999

Post-Baccalaureate Accelerated Certification for Teachers
Le Tourneau University, Houston, Texas
Completed: November 2004

KEY QUALIFICATIONS/AWARDS/HIGHLIGHTS OF PROFESSIONAL EXPERIENCE

- Bilingual in English and Spanish.
- Formal Drama Training.
- Over six (6) years experience as an Educator/Technical & Artistic Director teaching Theatre Arts (grades 7-12); program/production development, implementation, and execution.
- Recipient of:
 - 2007, 2008, 2009 AISD Educational Foundation Grant worth \$3,000.
 - 2007 & 2008 BP A+ For Energy Grant worth \$20,000 with sustainability for an additional year.
 - 2007 & 2008 Best Buy Teach Award worth \$4,500.
 - 2007 Fund For Teachers Fellowship worth \$5,000.
 - First Alvin I.S.D. Theatre Teacher to win multiple grants in one year, 2007 & 2008.
- Increased fall production budget from \$250 - \$3,000.
- Implemented the district's first ever Fine Arts Kids Camp.
- Accustomed to dealing with a wide variety of professionals cross industry; extensive customer-service and account management experience.

KEY QUALIFICATIONS/AWARDS/HIGHLIGHTS OF PROFESSIONAL EXPERIENCE (CONTINUED)

- Strong marketing, fundraising, advertising, special event, and media relations experience; proven track record of success.
 - Initiated the first Theatre Arts Department web site and first in the district to utilize billboard marketing for production advertising.
 - Generated corporate sponsorship via program ads and established a permanent corporate partner with Wal-Mart worth \$1,000 each semester.
- Special event coordination of Houston Livestock Show and Rodeo, grand openings, and other community events.
- Tremendous time management skills; highly organized and efficient; consistently meet stringent deadlines.
- Enthusiastic and proactive leader with a “hands-on” management style; foster a team approach to achieve organizational objectives, and enhance employee/student morale; refined business acumen; exemplary people skills.
- Employee supervision and training; oversaw a staff of up to ten (10) promotional members.

CHRONOLOGY OF PROFESSIONAL EXPERIENCE

Alvin Independent School District, Alvin, TX <i>Teacher/Technical & Artistic Director</i>	Sept. 2002 - Present
Premier Promotions, Houston, TX <i>Lead Promotional Agent, R.J. Reynolds Tobacco</i>	Jan. 2002 - Aug. 2002
Ermar Metal Recycling, Houston, TX <i>Marketing/Operations Manager</i>	Jan. 2000 - Jan. 2002
Taquitos-To-Go, Rosharon, TX <i>Marketing/Budget Manager</i>	Mar. 1998 - Dec. 1999
KKBQ 93Q Country Radio, Houston, TX <i>Senior Promotions Assistant</i>	Jun. 1994 - Mar. 1998

References Furnished Upon Request