

Luis Lageyre

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EDUCATION

BS in Media Production, Management, & Technology

May 2024

University of Florida, Gainesville, FL

Minor: Innovation | Concentration: Media Management & Strategy

EXPERIENCE

NBCU Academy Fellow

2023 - PRESENT

NBCUniversal

- Spearheading the consolidation and AI-driven analysis of social listening data to inform an industry-wide report on the accuracy of digital sentiment polling.

Council Member

2023 - PRESENT

Cannes Lions International Festival of Creativity Hispanic Advisory Council

- Formulating strategy and delivering data-driven insight to expand Hispanic representation in the 2024 Cannes Lions alongside industry thought-leaders and renowned experts.

Producer

2022 - PRESENT

The Agency at The University of Florida

- Lead multimedia content creation productions for clients in a fast-paced environment.
- Develop internal creative briefs, planning documents, and mockups to facilitate projects & productions.

Communications Intern

2020 - 2021

Municipal Technologies (Assigned to The City of Weston, FL)

- Developed structure & programming for city-wide civic engagement and education program.
- Consolidated and analyzed primary and secondary demographic data of 10+ cities in Florida.

Student Leader Intern

2020 - 2020

Bank of America Foundation (Assigned to The YMCA of South Florida)

- Analyzed data-based digital insights. Recommended new community outreach solutions.
- Designed fresh social media marketing templates that adhered to the YMCA messaging playbook.

LEADERSHIP & INVOLVEMENT

Orange & Blue Film Festival Chair

SEPT 2023 - PRESENT

College of Journalism & Communications - University of Florida

- Heading the programing development of a 3-day collegiate film festival with a \$75,000 budget.

Finance Committee Member

JULY 2023 - PRESENT

J. Wayne Reitz Union Board of Managers - University of Florida

- Adjudicated contested items during oversight of the Reitz Student Union's \$9.7 million operational budget.

VP of Public Relations

2022 - PRESENT

College of Journalism & Communications Ambassadors - University of Florida

- Produced a recruitment video with 15k views that increased applications by 29% and boosted follower growth.

President

2021 - PRESENT

Hispanic Communicators Association - University of Florida

- Instituted a 'Hispanic Heroes' speaker's series and increased membership by 62%.

Executive Director

2021 - 2023

Hispanic Gator Film Festival (HGFF) - University of Florida

- Executed press junkets; lead strategic cross-departmental meetings on campus; coordinate media asset exchanges and secured the distribution rights for 10 films in 2021.

National President

2018 - 2023

The National Association of HS Changemakers (NAC)

- Oversaw national culture & membership engagement initiatives resulting in 4,000+ hours of service yearly.
- Managed corporate partnerships that yielded a \$10,000+ investment from resource donations in 2020.

Disney Dreamer

2017 - 2018

Disney Dreamers Academy (DDA) - The Walt Disney Company

- Served as a DDA spokesman in press interviews including: ABC, Disney Parks Blog, and the Miami Herald.

SKILLS

Certifications: Microsoft PowerPoint | Microsoft Word | Google Analytics | Google Ads Video |

Languages: English [Native/Fluent] ; Spanish [Native/Fluent]; French [Beginner]