

FERNANDA 'CUQUI' MOHAT-PORTUNE

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EXECUTIVE PRODUCER - MARKETING & EVENT SPECIALIST - PUBLISHER

Branding, Corporate Image, New Business and Consumer Research Specialist
Expertise in both General and Hispanic Markets

PROFILE

Award-winning, results-driven senior creative & commercial broadcast / print production supervisor with a documented record of success branding consumer products and corporate clients: winning multi-million dollar new-business accounts; and educating/motivating client-side brand teams and sales forces.

Consistent, proven ability to translate strategic goals and creative objectives into engaging, exciting, on-target and in-budget promos and visualizations. Uniquely dynamic team leader and mentor, and tireless, hands-on manager driving profits and large-scale cost savings that repeatedly exceed yearly goals.

CORE COMPETENCIES

Creative/Strategic Integration
Team-Building & Leadership
Proficiency-Bilingual

Marketing
Revenue & Profit Growth
Multidimensional Background
Excellent Staffing Skills

Intuitive Branding Insight
Outstanding Budget Control
Multicultural
Exceptional Client Interaction

PROFESSIONAL EXPERIENCE

Yellow Whale LLC

2009 - Present

Yellow Whale LLC in an independent mixed media group specializing in advertising and corporate video production and post-production featuring Final Cut Pro HD editorial in broadcast television, sales & marketing videos, corporate branding, trade convention and interactive displays, documentaries, new-business presentations, print publications and event planning.

Responsible for the development of brand identities, increased consumer awareness, and drive performance for a diverse roster of clients. Creative Lead on corporate branding pieces, marketing and new business presentations. Direct Supervision of all print production and publishing to include print ads, long format advertorials, glossy, high end, specialty event magazines, corporate image publications and brochures, and annual reports. Liaise with clients to facilitate a smooth experience through the creative and production process to delivery of finished materials. Clients: Aflac, Alvin Ailey American Dance Theater, Barclaycard, Boston, Ballet, Boston Symphony Orchestra, C.L.A.S.S. Action USA – Cincinnati Chapter, Campaign for the re-election of Ohio's Hamilton County Commissioner Todd Portune, Copper Spring Ranch, Marblehead Jazz, Miami Ballet, Miami Jazz Festival, Miss Universe Organization, New World Symphony, NFTE - Network for Teaching Entrepreneurship, NIKE East, Ovations – Breast Cancer, The Nation Magazine. Reckitt Benckiser Pharmaceuticals (various).

Key Results

- Published first revenue-building Souvenir Publication for Alvin Ailey American Dance Theater National Tour, New World Symphony, Op Sail, USS Constitution 200th Anniversary Voyage and Miss Universe Organization.
- Increased audience demographic from mixed 26-65 to include the elusive mixed demo 18-25 for AAADT, and mixed demos 18-25 and 26-39 for New World Symphony.

(PROFESSIONAL EXPERIENCE, CONTINUED)

INDEPENDENT CONTRACTOR

1993 - 2008

EXECUTIVE PRODUCER / EVENT PLANNER / PUBLISHER

Extensive interaction with primary client and their clients, coordination of all areas of Broadcast Production and Post-Production, Theater Production, Print Production, Specialty Event Magazine/Program Publishing, Fundraising and Special Events, and Network Media. Responsible for the timely and cost effective execution of all projects through completion, including actuals and wrap-up. Diverse roster of clients includes: Alvin Ailey American Dance Theater, Boston, Ballet, Cycling, Disney Cruise Line, Goodwill Games, Hunneman Coldwell Banker, Major League Soccer, Marblehead Little Theater, Miami Ballet, Miss Universe Organization, New World Symphony, Op Sail, Tanglewood Jazz, The Boston Symphony Orchestra, US Olympic Gymnastic Trials, and the US NAVY - USS Constitution 200th Anniversary Voyage.

Conill Advertising Inc./ Saatchi & Saatchi Worldwide

1981 - 1992

(Full-Service Advertising Agency dedicated to the US Hispanic Market consumer)

SENIOR VICE PRESIDENT / DIRECTOR OF PRODUCTION SERVICES

Pioneer in US Hispanic Market Advertising, integral to the growth of a five-person shop into the largest, independent, Spanish language agency in the country with billings of \$200 million annually. Compartmentalized industry skills into the successful creation of Account Management, Media Placement, Research, and Creative departments. Established and managed two in-house Radio, TV and Print production teams including Business Manager, Traffic department, and staff of 4 Producers and 2 Assistants. Partnered in successful new-business presentations, winning multi-million dollar accounts including Toyota Motor Sales, Procter & Gamble, Pepsi, Scott Paper, Polaroid, McDonald's Corp. Image, Banco Popular, Kraft, and the Purina family of products.

Key Results

- **Raised the bar in Hispanic Market commercial production quality to equal and rival General Market commercial production at one third of General Market production costs.**
- **Successful forerunner in conception and production of cross-over advertising - Hispanic Market to General Market - targeting the assimilating Hispanic consumer.**
- **Hand-picked by Partnership for a Drug Free America to spearhead first cross-over Public Service Announcements to 26-65 demographic on the illegal use of marijuana nationally.**
- **Commended in person by First Lady Barbara Bush for contributions to her platform associated with Partnership for a Drug Free America.**
- **Collaborated with Screen Actor's Guild as adviser to writing panel of the 1988 Contract enhancements articles focused on the US Hispanic Market Actors and Music.**

ADDITIONAL ACHIEVEMENTS

- **CLIO** - BEST SINGLE TV - *Partnership for a Drug Free America* - "Jesse Corti" •
- **CLIO** - BEST SINGLE RADIO - *Procter & Gamble* - "Desperately Seeking Tide" •
- **CLIO** - BEST SINGLE RADIO - *Western Union* - "No, Well Yes" •
- **NEW YORK FILM FESTIVAL** - Bronze - *Partnership for a Drug Free America* - "Jesse Corti" •
- **TELLY Award** - Best Single TV - *Scott Paper Company/Cottonelle* "Royal Big Family" (Hispanic) •
- **BELDING AWARD** - Finalist - *Toyota Motor Sales* - Flat Bed Trucks - "Truxan" (Hispanic) •
- **SE HABLA ESPANOL** - Best Single TV - *Toyota Motor Sales* - Flat Bed Trucks - "Truxan" •

EDUCATION

Bachelor, Communications Arts and Sciences Queens College/CUNY