

Ruben E. Cantu

Communications,
TV & Media Professional

Ruben Emmanuel Cantu

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Skills

Multimedia professional with a career of 10 years in Commercial and News production, copywriting, video editing and experience in event operations, sports coverage and soccer operations, public affairs, marketing, brand ambassador and emcee

Experience

The Akari Foundation / Program Development Manager

JUL 2023 - JAN 2024, SAN ANTONIO

- Assist CEO in finding resources for non-profit organization
- Create and edit video for The Akari Foundation and its partners
- Producer and editor of The Akari Foundation Podcast
- Voice and talent for The Akari Foundation TikTok account

Univision KWEX / Commercial Producer / Reporter

APR 2017 - JUL 2023, SAN ANTONIO

- News reporter for breaking news and LOTs, sports reporter and anchor for Contacto Deportivo sponsored weekend segment
- Producer and editor for commercials, sports and news stories, live events and interviews with clients and talent
- Assisted Director of Operations and Marketing Manager in the planning, execution and production of local community events, concerts and internal communications
- Writing and translating scripts in Spanish/English for local and national Univision advertisers including BMW, Audi, HEB, Toyota, City of San Antonio, WellMed, Chevrolet, San Antonio Spurs, etc.
- Led the corporate public affairs campaign Contigo, researching stories of human interest for TV, radio and digital that brought in \$750,000 in 2 years.
- Voice and face for corporate public affairs campaign Contigo, researching stories of human interest for TV, radio and digital
- Created social media posts and researched news utilizing mainstream social media platforms and tools such as SproutSocial, Hootsuite, HubSpot

Tuzos FC San Antonio / Social Media & Assistant coach

JUL 2017 - JUN 2018, SAN ANTONIO

- Assist in club operations for games and events; logistics for equipment, travel, hotel and meals
- Create and design bilingual content for website and social media platforms, including flyers, photos, and posters
- Capture photos and video during training sessions

- Design and write social media posts, event descriptions and announcements on media platforms and club's website in Spanish and English
- Assistant coach in group and private training sessions for boys and girls of ranging 5-17 y.o.

Education

University of the Incarnate Word / B.A. Bilingual Communications

AUG 2012 - DIC 2014, SAN ANTONIO

Awarded Outstanding Student in Spanish

Northwest Vista College / Associate Degree General Studies

AUG 2008 - MAY 2012, SAN ANTONIO

Awards

2 National Bronze Telly Awards

2 National Silver Telly Awards

4 LoneStar Emmy Awards

2 LoneStar Emmy Award nominations

Skills

Video Production, Copywriting, Translation, Adobe Photoshop, Adobe Premiere Pro, Adobe After Effects, Journalism, Reporter, Host, Event planning, Event Production, Marketing, Youth Sports Academy Operations, Social Media, Brand Ambassador, Emcee, Public Affairs, Customer Service