

Freddy Serrano Vargas

8014 Endzone Way – Hyattsville, MD 20785 – Fherranotv@Gmail.com – 754-249-6480

EDUCATION

Master of Art in Project Management	2016
Universidad Latinoamericana De Ciencia Y Tecnología (ULACIT), Costa Rica	
Bachelor of Art in Journalism and TV Production	2001
Universidad Latina De Costa Rica, Costa Rica	

EXPERIENCE

LATAM REGIONAL COMMUNICATIONS MANAGER	2015-2021
<i>A.P. MOLLER-MAERSK – COSTA RICA AND PANAMA</i>	

- Increased company media exposure in 300% in key publications in Latin America, such as JOC, Bloomberg, Reuters, WSJ, and international tv news networks such as CNN and Globo TV.
- Developed communication strategies, action plans, and metrics to improve the company reputation in Costa Rica, achieving 80% of approval in public opinion polls in less than 12 months.
- Produced effective virtual media webinars and press conferences to connect with relevant journalists and editors across Latin America to build new relationships for the company during the COVID-19 pandemic.

NEWS PROJECT MANAGER & ANCHOR	2011-2014
<i>TV AZTECA – COSTA RICA</i>	

- Designed and launched four top rated news shows using new high-definition technology, thereby innovating news content and operations.
- Supervised 50 News and Sports staff and two weekly talk show production crews
- Utilized a face-to-face and hands-on leadership style to develop a high-performance team.
- Implemented training programs and social responsibility campaigns to integrate the station within the surrounding community and improving the reputation of the brand in the community.

INTERNATIONAL NEWS EDITOR & ANCHOR	2010-2011
<i>NTN24, NEWS NETWORK – COLOMBIA</i>	

- Served as Content Editor and Anchor who simultaneously coordinated assignments with producers, copyeditors, reporters, and correspondents making the news shows more balanced and updated during the day.
- Created new affiliated bureaus in Central America with correspondents who were on the field and covering special assignments or breaking news.

- Produced and anchor international news shows during prime time on weekends using I News.

NEWS DIRECTOR & ANCHOR
UNIVISION – LAREDO, TEXAS

2008-2010

- Lead news for Noticias Univision Laredo, special investigative reports division and multiplatform strategy (web, social media, video, audio, text, etc)
- Originated and approved ideas for "Sweep" plans and news specials that allowed the station to be number one during three years in a row.
- Prioritized use of a motivational and assertive leadership style to guide my team and exceed established expectations.

EXECUTIVE PRODUCER & ANCHOR
TELENOTICIAS – COSTA RICA

1999-2008

- Produced and anchored top-rated morning news show by designing, launching, producing, and anchoring and innovative morning show "Telenoticias de la Mañana".
- Achieved high ratings as a hard new reporter by balancing content and by coordinating live units, bookings, and story assignments with 5 reporters and production personnel for a 1 hour 30 minutes show.
- Produced and anchor National Election Coverages and Breaking News Events.
- Special correspondent and anchor for the 9/11 Terrorists Attacks in NYC, Katrina Hurricane aftermath, among other international stories for the station and CNN.

CERTIFICATIONS

Leadership for Journalist	2007
Poynter's Institute, Tampa, Florida	
Content Production	2005
Reuters Foundation, London, England	

LANGUAGES

English (Proficient)
Spanish (Native)

NEWS ANCHOR DEMO REEL

Demo: <https://youtu.be/Dz72h6PJdPw>
