

Gabriel Lugo Barrera

Copywriter & Project Coordinator

Guaynabo, Puerto Rico

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— Skills

Content & Writing

Copywriting, script coverage, editing, bilingual writing, AI assisted content workflows

Client & Project Work

Client communication, event planning, outreach, project coordination

Research

Competitive and audience analysis, market positioning

Tools

Google Workspace, Microsoft Office, Claude, ChatGPT, Final Draft, Adobe Premiere (basic)

Languages

English and Spanish, fully bilingual written and verbal

— Education

Loyola Marymount University

M.F.A. in Writing for the Screen
Los Angeles, CA, Class of 2021, *magna cum laude*

Universidad del Sagrado Corazón

B.A. in Digital Film Production
Santurce, PR, Class of 2018, *magna cum laude*

Pilot Licenses

Private, Instrument, and Commercial
2023 to 2025

— Awards

2018 NATAS Suncoast Student

Production Emmy Award

Short Form Fiction, "El Candungo de Oro"

LifeLink of Puerto Rico Recognition Award

For "Un Regalo de Vida," a documentary promoting organ donation

— Summary

Writer and content professional with an M.F.A. in screenwriting and a background in media production, script development, and bilingual copywriting. Experienced in turning ideas into clear, audience focused writing, from client copy to script coverage to live show segments. Dependable collaborator who keeps projects and client relationships moving under deadline pressure. Daily working experience with Claude and ChatGPT, with the judgment to rewrite AI output until it sounds human.

— Experience

SIBB / Copywriter & Project Coordinator

Consulting Firm, Puerto Rico (2025 to Present)

- Write bilingual English and Spanish emails, proposals, and newsletters in line with the CEO and founder, adapting tone and message to each audience.
- Turn the firm's marketing goals into ready to send content that supports outreach to new clients and keeps current clients engaged.
- Act as the point of contact between clients and the internal team, keeping communication clear so projects stay on track and client relationships stay strong.
- Plan and run client site visits and company retreats, shaping itineraries and experiences that strengthen the connection between employees and clients.

Roddenberry Entertainment / Research & Development Associate

Los Angeles, California (2020 to 2022)

- Conducted in-depth script and concept coverage, evaluating narrative structure, target audience alignment, and market positioning for film and television projects in development.
- Performed competitive landscape research and audience analysis to support project viability and strategic development decisions.

PalmStar Media / National Lampoon / Film-TV Development Intern

Los Angeles, California (2018 to 2020)

- Reviewed and analyzed 100+ film and television scripts, providing written evaluations focused on audience engagement and commercial viability.
- Supported pilot productions as a Production Assistant on set.
- Coordinated outreach and contributed to strategic casting decisions aligned with brand positioning.

Telemundo PR / Producer / Production Assistant

San Juan, Puerto Rico (2018)

- Assisted the main producer on daily live shows "Día a Día con Raymond y Dagmar" and "Raymond y sus Amigos," supporting the live broadcast day to day.
- Wrote and produced daily segments and booked talent for live broadcast.