

Contact

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Top Skills

Community Engagement

International Strategy

Public Relations

Languages

Spanish (Native or Bilingual)

Italian (Elementary)

Honors-Awards

Events/Experiential - Bronze Winner
- Art the Throne

People's Choice "Best Event" - GOT
Art the Throne

ADCOLOR Future Class 2017

Silver - Use of Media (Events) - The
Day of the Defiant Ones

People Choice "Best Influencer
Endorsements" - The Defiant Ones:
You Will Never Campaign

Deborah Renteria

Inclusive Creative and Marketing Consultant
Los Angeles, California, United States

Summary

Stories have the power to transform realities

I am a problemista, fueled by the prospect of unraveling the entertainment industry's most formidable challenges. With a deep-rooted passion for storytelling, I masterfully craft narratives that transcend.

Whether I am unveiling the essence of brands or amplifying the voices of gifted creatives, I excel in building bridges that intimately connect them with people's hearts and minds. As a culturista, people and community lie at the heart of my work, and I believe in immersing myself in their world to serve them genuinely and meaningfully.

I'm a seasoned entertainment executive with a wealth of experience in multicultural audience strategy and creative development. From script to go-to market strategy, I have a deep passion and understanding of the importance of representation in storytelling. I'm a collaborator, innovator, problem-solver looking to support brands create impact and build meaningful brand equity.

Most recently, I was part of the (first ever) Inclusive Content team at Lionsgate which has furthered solidified my passion for centering diverse perspectives to create compelling content that reflects the global majority. I've got great instincts for story elements and nuances that better represent and resonate with diverse audiences that have proven invaluable in my work.

As a leader in this field, I'm committed to ensuring that all voices, especially those historically excluded, are heard and represented in the creative process. If you understand the business case for inclusive content and value a human-centered approach to strategy and storytelling I think we should meet!

Experience

Culturista, LLC

Founder

July 2023 - Present (1 year)

Los Angeles Metropolitan Area

All things social strategy, creative strategy, audience engagement, and a dash of PR

La Nueva Link

Co-Founder

April 2020 - Present (4 years 3 months)

A network for la gente doing the work.

As the co-founder of LNL (La Nueva Link), I have established a robust network of over 1000+ Latinx creative professionals across various cultural spheres and industries. Our mission is to connect and mobilize the next generation of Latinx leaders.

I am responsible for conceptualizing and producing engaging digital programming on a monthly basis. This includes public and member-only events featuring Latinx talent and influential leaders in virtual panels, podcast episodes, and social media content franchises. Through these initiatives, we aim to promote the upward mobility of Latinx communities and provide a platform for their voices to be heard.

Additionally, I provide consultation services for employee resource groups within companies, supporting their internal strategies and creating purposeful programming to enhance the Latinx employee experience. By collaborating with these organizations, we strive to foster inclusivity and create a supportive environment for Latinx professionals to thrive.

Lionsgate

Executive Director, Inclusive Creative + Marketing Strategy

April 2021 - April 2023 (2 years 1 month)

Los Angeles Metropolitan Area

I co-led the strategy and set measurable goals to prioritize under-represented identities in creative and lead film roles. As a multicultural and inclusion expert,

I supported senior and junior executives on a team overseeing a 50+ title film slate in various stages of development.

I created and managed tools like a diverse content review board to assess each title's representation, inclusivity, and cultural relevance, influencing our greenlight decisions. I provided culturally resonant feedback on pitches, scripts, and cuts to broaden our films' global appeal. Building relationships with underrepresented directors, writers, and producers, I ensured our slate met its Inclusive Content goals. I also supported international distribution and marketing teams during casting, and led initiatives to keep our studio aligned with inclusive industry standards, connecting capable underrepresented creatives with development executives.

Additionally, I enriched our development team's impact by scouting fresh talent at prominent film festivals, and offering guidance and resources to our production partners in current deals.

Incredibly proud of the impact my work had in promoting inclusion in the film industry and transforming Lionsgate as a brand to a best place to work for diverse creatives.

HBO

2 years

Director, Multicultural Marketing

March 2021 - April 2021 (2 months)

New York, United States

Was promoted to Director, and was responsible for leading HBO and HBO Max brand initiatives and driving audience engagement. Focused on executing strategic marketing campaigns and activations that amplified the brand's presence and relevance among diverse audiences, including Black, Latinx, Asian, and LGBTQ+ communities. I led cross-functional teams and collaborated with agencies and coordinators to develop and implement industry-leading 360 campaigns. This included partnering with prestigious events such as Sundance, Culture Con, Comic Con, Essence Fest, Martha's Vineyard African American Film Festival (MVAFF), and American Black Film Festival (ABFF) to amplify meaningful stories and create impactful brand experiences.

Additionally, I developed and led the Latinx-focused audience initiative and content hub on HBO MAX called "Pa'lante HBO Max," fostering dialogue

and representation within the Latinx community through partnerships with influential voices, leaders, brands, and seamless content integration.

Manager, Multicultural Marketing

May 2019 - March 2021 (1 year 11 months)

Greater New York City Area

Returning to HBO as a Manager I utilized my project management skills and expertise in multicultural-focused brand campaigns to establish and nurture partnerships with diverse communities, driving audience engagement and fostering broader impact.

By developing inclusive brand strategies, executing media campaigns, leading influencer partnerships, and producing event activations, I connected our brand with our target audiences.

Facebook

Creative Strategist, Creative Shop

December 2017 - May 2019 (1 year 6 months)

Greater Los Angeles Area

At Facebook I leveraged industry and cultural knowledge to establish strong client relationships and provided guidance on creative mobile best practices and consumer trends for digital advertising campaigns. I utilized multicultural audience insights to develop and execute impactful brand experiences on social platforms.

I spearheaded research on trailer testing across platforms, leading to a complete overhaul of WB's trailer creation approach for top film releases. This revamp resulted in optimized creative assets transformed into engaging short-form content that resonated better with audiences.

Additionally, I implemented new initiatives focused on supporting Latinx and BIPOC communities, such as establishing the LA chapter of the Latinx Facebook business resource group. I also strengthened existing initiatives by elevating diverse storytellers through the FB SEEN program, which contributed to a more inclusive and representative digital landscape.

HBO

3 years

Associate Manager, Multicultural Marketing

August 2017 - December 2017 (5 months)

Greater New York City Area

I played a significant role co-leading the strategy of targeted consumer promotional campaigns for HBO. My focus was on driving awareness among multicultural audiences, including Black, Latinx, Asian American, and LGBTQ communities, for key titles. I successfully managed agencies in developing activations to engage and captivate these audiences.

Additionally, I was responsible for overseeing the day-to-day campaign processes, improving work efficiencies, and fostering collaboration among cross-functional teams such as Business Affairs, Creative Services, Program Marketing, Digital/Social, and Public Relations. My efforts contributed to smoother operations and enhanced teamwork.

Multicultural Marketing Coordinator

May 2015 - August 2017 (2 years 4 months)

Greater New York City Area

Create marketing campaigns that build awareness within diverse audiences by going beyond reaching them to touching communities in order to create organic and meaningful impressions.

International Marketing Coordinator

January 2015 - May 2015 (5 months)

Greater New York City Area

In my first role at HBO, I supported the planning and execution of the international marketing promotion for the global phenom, Game of Thrones: The Exhibition across multiple markets. This involved coordinating with external agencies, ensuring seamless communication through asset delivery and timelines. I reviewed and managed the traffic of production designs, content, and marketing materials for approvals from Legal/Business Affairs. Additionally, I assisted in the production and distribution of marketing materials and timelines to HBO's international broadcasting partners. I also coordinated sweepstakes between Business Affairs and international markets, overseeing assets and reviewing materials for compliance.

A2Z Media Group

2 years 1 month

Project Manager

September 2014 - November 2014 (3 months)

- Responsible for managing and executing all sports sponsorships for key clients. Sports franchises included San Francisco 49er's, Raiders, Giants, A's, Warriors, Sacramento Kings and San Jose sharks.

- Recruit, hire and manage all professional Brand Ambassadors to adequately represent our clients at promotional activations in multiple markets.
- Co-producer of festivals like Dia de Los muertos and Carne Asada Festival. Both events have an attendance of 25,000 +
- Manage all clients added value deliverables. Work closely with media partners to insure partnership execution and correct client messaging
- Handling tasks critical to clients experiential marketing efforts such as maintaining promotional inventory valued at \$100,000+, arranging conference calls with upper management on both agency and client side.

Project Coordinator

January 2013 - September 2014 (1 year 9 months)

Intern

November 2012 - January 2013 (3 months)

I assist the account manager in daily tasks as well as provide Administrative and office support.

Education

University of California, Berkeley

Bachelor of Arts (B.A.), American Studies with a Concentration in Consumer Culture and Media · (2008 - 2012)