

LOU CABALLERO

(858) 752-1867 | Lc.realproductions@gmail.com | <https://www.linkedin.com/in/lucosd>

SUMMARY

Award-winning Senior Integrated Producer with 15 years leading integrated broadcast, digital, social, and experiential campaigns. Deep expertise in general and multicultural marketing, domestic and international production, managing multimillion-dollar budgets, cross-functional team leadership, and vendor negotiation. Bilingual in English and Spanish. Proven success producing culturally relevant campaigns for Toyota, T-Mobile, Lexus, PepsiCo, Spectrum and others. Recognized with Cannes Lions and Telly Awards.

PROFESSIONAL EXPERIENCE

Freelance Executive Producer Mar 2026 - Present

Omnicom Production (OP) | Freelance Senior Producer | Miami, FL Oct 2025 - Mar 2026

INFUSION by castells | Executive Producer | Los Angeles, CA Jan 2024– Sept 2025

- Directed broadcast, digital, and social production for Spectrum, managing campaigns across multiple markets and media touchpoints
- Production lead from concept through delivery, coordinating internal teams, agency creatives, clients, and external vendors to ensure alignment on timing, budget, and execution
- Negotiated vendor contracts, supervised post-production workflows, and optimized resource allocation

Walton Isaacson | Freelance Senior Integrated Producer | Los Angeles, CA Jan 2023 – Jan 2024

- Orchestrated end-to-end production for campaigns for Lexus, PepsiCo (Doritos) and J.P. Morgan
- Delivered national television and digital assets focused on cultural authenticity

Various Agencies | Freelance Senior Integrated Producer | Los Angeles, CA Oct 2015–Nov 2022

Led full cycle integrated productions across broadcast, digital, social, print, and experiential; produced campaigns for general and multicultural markets; supervised all phases of the pre-production and post-production; optimized budgets and creative execution.

Agency/Clients:

- RPA (Honda, SoCal Edison, ampm stores, Farmers Insurance)
- Casanova//McCann (Chevrolet, Nestlé / Nesquik / Coffee Mate, DiGiorno, USPS)
- Mother New York (Target Corporation)
- BBQ Agency (PepsiCo, Royal Prestige, Barilla Pasta)
- Gallegos United (Comcast Corporation, Xfinity)
- INFUSION by castells (Charter Communications/Spectrum, Toyota USA)
- Circus/Monks (CA Lottery)

Saatchi & Saatchi/Conill | Director of Production Services | Los Angeles, CA Mar 2003–Jan 2015

- Responsible for production on national brands (Toyota USA, T-Mobile, Sony/Playstation, P&G), ensuring seamless execution across general and Hispanic markets
- Supervised 14-person team, including business affairs; controlled extensive budgets across multiple campaigns
- Established cross-functional production and founded an in-house social media unit to streamline digital output
- Built and managed Miami production team, oversaw delivery for East Coast clients including P&G and Toyota

KEY ACHIEVEMENTS

- Produced the first-ever bilingual Super Bowl commercial for the Toyota Camry Hybrid
- Developed celebrity-driven campaigns featuring international talent, including Shakira
- Executed two high-profile virtual concerts for Spectrum Mobile featuring Ozuna and Manuel Turizo (2020–2021), streamed live on Facebook to a global audience

SKILLS

Microsoft Office Suite (Word, PowerPoint, Excel), Microsoft Teams, Frame.io, Ziflow, Asana, Slack

AWARDS

2025 – Three Telly Awards for the *Spectrum Life Unlimited* campaign, shot in Lisbon, Portugal

2023 – Shorty Impact Awards for PepsiCo-Doritos *Solid Black*

2021 – The One Show Merit Award for Toyota Prius, category: Installation

2015 – Bronze Lion in the Film category for the Toyota brand campaign titled *Más que un auto*

2014 – Silver Lion in the Film category for the Argentinian Consulate in the U.S.

2010 – *Gold Lion in the Film category at the Cannes International Advertising Festival for the Argentinian Consulate in the U.S. - the first Gold Lion awarded to a Hispanic U.S. agency in this category*

2007 – ANA Multicultural Grand Prix for P&G – Tide

EDUCATION

NYU/TISCH, New York, NY
Filmmaking Certificate Program

Temple University, School of Communications and Theatre, Philadelphia, PA
B.A. in Communications; major in RTF (Radio, Television, and Film)