

Gabriel Lugo Barrera

Guaynabo, Puerto Rico

787.403.0546

gabrielo.lugo.barrera@gmail.com

Creative Writer & Content Coordinator

Skills

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 coordinator who keeps schedules, files, and people on track under deadline pressure. Daily working experience with Claude and ChatGPT, with the judgment to rewrite AI output until it sounds human. Fully bilingual in English and Spanish.

Experience

SIBB / Copywriter & Content Coordinator

Consulting Firm, Puerto Rico (2023 to Present)

- Wrote and edited client facing copy in English and Spanish, adjusting tone and messaging for each audience.
- Coordinated scheduling, follow ups, and documents across clients and team members to keep projects and deadlines on track.
- Organized client files and shared materials in Google Workspace so information stays current and easy to find.

PalmStar Media / Roddenberry Entertainment

Research & Development Associate

Los Angeles, California (2018 to 2022)

- Covered 100 film and television scripts across both roles, evaluating narrative structure, audience fit, and commercial viability.
- Conducted competitive landscape and audience research, and organized materials and project tracking, to support development decisions.
- Supported pilot productions on set as a Production Assistant, and coordinated talent agency outreach and casting.

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," handling scheduling and on set needs.
- Wrote and produced daily segments and booked talent for live broadcast.

Education

Private Pilot License, Instrument Rating, Commercial Pilot License (2023 to 2025)

Loyola Marymount University / M.F.A. in Writing for 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*

Awards / Certifications

-
- 2018 NATAS Suncoast Student Production Emmy Award for Short Form Fiction, "El Candungo de Oro"
 - Recipient of Recognition Award for educating and promoting organ donation by LifeLink of Puerto Rico, "Un Regalo de Vida" (Documentary)