

Emilio (Milo) De Prieto Desmond

Experienced promoter, marketer, trainer, identity researcher, and storyteller.

This Curriculum has been designed to showcase my various experiences in ways that is more helpful than a chronological listing. For an online version complete with media examples go to: http://miloidea.com/Milo_Idea/Curriculum.html



My work spans a few varied industries from advertising to education and theater to hospitality, but I see them all as unified and complimentary.

Now

Milo Idea - Producer/Director/Writer

2000 to present

Producing and directing videos and live events for clients, solving problems, creating new opportunities, and meeting all sorts of marketing, advertising, and positioning needs for clients. I have made many videos for the web for the purpose of successful viral marketing, have created business to business presentations, organized and produced conferences and events, written magazine articles, press releases, and websites, as well as training manuals and speeches. My work has been in multiple fields and relates to anything involving storytelling: video or theatrical/live production, writing, creating entire advertising campaigns, and ensuring client satisfaction. In the field of production I have directed live multi-camera shoots of sporting events, large theatrical productions, short films, and commercials. Stage managing, radio broadcast announcer, television personality and other opportunities have also been a part of my resume.

Service - Hospitality

Chili's - International Trainer

1992-1994

Having worked as a food-server and then trainer for the international restaurant chain Chili's I was promoted to international trainer where I worked with a team to open new stores. I also developed training materials such as sketches and helped continue to modernize the training book for new food-servers. Please see [Training](#) below for more experience in this field.

Leadership

Vice Principal, Dormitory Headmaster, Teacher Sekolah Pelita Harapan Indonesia

1994 – 1999

Initially a 3rd grade teacher, I moved to fill a need in English and Drama in the secondary school. I was promoted to head of English Curriculum within 6 months, then Vice Principal and Dorm Headmaster. As Vice Principal, I was responsible for training teachers and developing each department's curriculum as well as purchasing teaching materials and textbooks. In addition, I was responsible for human resources duties regarding English teachers, Health department staff, Dormitory staff, and Cafeteria staff, including performance evaluations, hiring, and dismissal. I also worked with the International Baccalaureate Organization to successfully secure accreditation for my school, including creating budget, arranging for teacher training, developing curriculum, promoting the program to teachers, students, and parents, as well as working closely with the IBO to become proficient and knowledgeable with their methodology and practices.

Training - Consulting - Problem Solving

Consultant – Trainer

2002 – Present

PDI – Literacy First

From leading seminars to taking over a class on request of a teacher to showcase a particular methodology, I am responsible for consulting schools and teachers in best practices and the latest research in education. In addition, I produce, edit, and write videos for teachers and educational leaders for training purposes. Duties include leading workshops, teaching classes of students so teachers can see practices in action, developing training and classroom materials, as well as writing and producing promotional materials and organizing marketing.

Before working for this company I did similar work in Indonesia and Singapore and have since worked freelance in Spain and the United States. I have also developed training materials for other industries, like foodservice and computer software, as the general ideas of comprehension and learning are applicable in any sector, any age.

Creative

Producer – Creative Director

2000 – 2003

CableRep Advertising

California, Oklahoma USA

Responsible for every aspect of producing client's TV advertising from conceptual to post-production, I produced a large variety of commercials from large to small budget. I also did added value work from copy writing to event promotion. While most editing is done with the AVID system, I used a number of support software from Adobe Photoshop and After-Effects to Pro-Tools and FrontPage (I am now also proficient in Final Cut Pro and Motion). I used both BETA and PRO DV cameras, as well as lit the scene and arranged talent. I successfully was able to show how my advertising work produced results in our client's growth. In addition to the creative direction and production work I organized networking events in my free time for the account executives and clients of our company and others. I also wrote and spoke on successful advertising techniques as researching and experimenting with cutting edge ideas in the field has always fascinated me.

Creative:

email: milo@milothink.com

phone: +34.626.474.418

websites:

www.miloidea.com

www.barcelonaswirl.com

Languages:

English - native

Spanish - Intermediate

Indonesian - Intermediate

Documentation:

Citizenship: United States (soon to have Spanish as well)

Full Resident: Spain (with all rights and privileges to work in EU)