Luis David Pesina Martinez

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Education

The University of Texas at Dallas **Expected Graduation Date:** May 2029
Bachelor of Science in Business and Marketing
Rose Silverthorne Foundation Scholarship
Dallas College
Associates of Science **GPA 3.8**

Professional Experience

Savvy Experiences – Co-Founder, Dallas, Texas Mar 2026 – Present
Startup specializing in event production and equipment rentals, providing professional audio, lighting, and audiovisual solutions for private, corporate, and community events..

- Co-founded and operated Savvy Experiences, managing client acquisition, pricing, event logistics, equipment operations, and customer relationships from initial inquiry through event completion.
- Developed customized rental packages and pricing strategies for event audio and audiovisual equipment, generating [70]% growth in bookings/revenue through direct outreach, referrals, and social media marketing.
- Managed event setup, sound checks, equipment delivery, and breakdown while ensuring reliable operation and a professional client experience across events ranging from [50-750] guests.
- Built the company's brand and digital presence by creating promotional graphics, social media content, and marketing materials, increasing visibility and generating new leads through local outreach.
- Negotiated with clients and vendors, prepared quotes and invoices, and managed business expenses and equipment investments to support sustainable startup growth.

Queblo Restoration – Roofing Contractor, Minneapolis Minnesota May 2024 – Aug 2024
Company specializing in roofing, exterior repairs, and storm damage services for residential and commercial properties.

- Drove client acquisition and sales through bilingual (English/Spanish) communication, building trust with **50+ Spanish-speaking clients** and improving conversion rates clearly explaining services, pricing, and contract options.
- Supported lead generation and closing efforts by conducting client consultations for residential and commercial roofing projects, contributing to **10+ completed projects per season** with a **97% on-time delivery rate** that strengthened customer retention and referrals.

Knights Landscaping – Dallas, Texas Feb 2025 – Present
Knight's Landscaping is a small, independently founded business I started, focused on delivering customized landscaping solutions through strong problem-solving, project management, and clear customer communication.

- Founded and operated **Knight's Landscaping**, managing the full business lifecycle including client acquisition, project estimation, service execution, and post-project follow-up.
- Conducted consultations and created detailed quotes, converting **90% of leads into completed projects** while maintaining **95%+ customer satisfaction**.
- Built and grew the business through strong client communication, and marketing by designing and distributing business cards/flyers leveraging word-of-mouth marketing, contributing to 30%+ growth through referrals and local outreach.

Leadership Experience

Omega Delta Phi Fraternity - Social Media Marketing Manager Nov 2025 – Present

- Collaborated with a 10-member Executive Council to align recognition efforts with chapter goals and national standards
- Created branded content (graphics, posts, promotions, fundraisers) to strengthen organization visibility contributing to 85**% increase in attendance and participation and funding**
- Produced and edited short-form videos for social media campaigns, increasing overall online engagement by 40%+ through consistent multimedia content.
- Managed content strategy, ensuring consistent branding, improving reach, impressions, and audience interaction.

Certifications and Skills

Skills: Native Proficiency in Spanish, fluent in English, Adaptability, Patience, Detail-Oriented, Time Management
Certifications: Canva Design Certificate, Google Digital Marketing & E-commerce Certificate, Google Sales Certification

Interests and Hobbies

Guitarist, Fishing, Omega Delta Phi Fraternity, Varsity Soccer, Varsity Football, Thrifting, Creative Writing, Digital Design, Photography, Cinematography / Videography Music Enthusiast, Body Building, Weightlifting, Chess