

# LUIS FERNÁNDEZ

## Madrid – Los Angeles

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### SUMMARY

Proactive problem solver with a builder's mindset and a passion for creating and connecting people. Proven track record forging strategic partnerships, identifying growth opportunities, and executing scalable solutions that generate lasting value. Driven by curiosity, guided by action.

### EDUCATION

#### University

- **International Relations and Business Administration**  
**double bachelor's undergraduate**

Carlos III University of Madrid (UC3M), Spain  
300/376 ECTS completed.

#### Baccalaureate (Social)

- Average Score: 9.84/10
- EBAU Score: 13.604/14

- **Exchange Year – Bachelor of Business Administration**

The Paul Merage School of Business (UCI)  
Sept 2024 - Jun 2025

### EXPERIENCE

- **Co-Founder & Commercial Strategy lead | Icon Music Business School:** Built a certified music industry training platform from concept to upcoming launch. Secured €100,000 in non-dilutive funding and a global partnership with Banco Santander and Universidad de Nebrija for accredited university programs. Led commercial strategy by onboarding Latin Grammy Awarded artists and senior executives from the top three major labels, while managing contracts, affiliate marketing, and overall business execution. (Jun.2024-present)

- **Growth & Operations lead | Artist Boosting:** Bridge connecting emerging artists with top-tier producers. Led sales strategy and coordinated team efforts. Managed relationships with artists, producers, labels, and media to drive growth and brand visibility. Achieved €500,000 in revenue with a paid media strategy within 8 months. (Dec.2023 – July.2024)

- **Co-Founder & Business Development Lead | Skill Hunting:** Built a meritocratic entrepreneurial ecosystem. Directed strategic partnerships, sponsorships and revenue generation for 10+ events. Led community growth from 0 to 25K+ followers and generated €50,000+ in revenue. Designed and executed activation plans to maximize brand exposure and participant engagement. (Nov.2022 - Sept.2024) ([Press release](#)).

- **Account Executive | Spine Consulting:** Led B2B sales cycle and client acquisition. Developed consultative strategies to onboard SMEs, managed CRM systems, and ensured client satisfaction across pre- and post-sale stages. Hybrid in Madrid, 1 year (oct.2022 - Sept.2023).

- **Hoster & Content Strategist | Inédito Podcast:** Grew the audience to over 40 thousand subscribers and surpassed 20.000,000 views across platforms in 10 months. Featured high-profile guests such as Julissa Reynoso (U.S. Ambassador to Spain), Federico Linares (President of EY Spain), Albert Triolla (CEO of Oracle Spain), and Borja Vázquez (CEO of Scalpers) among 65 more guests. (sept.2023-sept 2024)

### LANGUAGES

**Spanish** (Native). **English** (C1). **Portuguese** (Basic – learned during high school; currently improving)

### ADDITIONAL INFORMATION

- **Technical Skills:** MySQL, Python, Excel, CRM tools. Pursuing certification in digital marketing & Meta Ads.
- **Honors & Scholarships:** Bright Future Program by Nova Talent (Jan. 2024)
- **Recognition:** Winner of StartCamp 2022 – UC3M's largest hackathon, leading an AI-based LegalTech solution.
- **Ambassador at espacio\_RES** – Promoting innovation and connecting startups with accelerator opportunities across Spain
- **Hobbies:** Running, swimming, testing new ideas, spending time in nature and enjoying casual meetups and conversations with friends.
- **Volunteer Work:** Religious camp monitor mentoring minors and managing logistics (PDAV) | organized and led a €2,000 fundraising event to support entrepreneurship through microcredits in developing countries.