

Arturo Marquez
Aide Castaño
Ricky Gutierrez

YVETTE CANTU

3500 Goliad Rd. #190 San Antonio, TX. 78223 | (210)232-4835 |

EDUCATION

1997 Eagle Pass High School Eagle Pass, TX.

diploma

SUMMARY OF QUALIFICATIONS

Knowledgeable in Tejano / Norteno / Mexicano Regional

Access and freelance with all major Artist

EXPERIENCE

Booking Agent/ Manager, Tesoro Music Entertainment

Since 2015, Yvette Cantu has been the exclusive booking agent at Tesoro Music Entertainment and has helped thousands of high-net-worth individuals, freelancing with corporations and promoters choose from among many of the biggest singers, bands, DJ's, speakers, and comedians for corporate events, private parties, weddings, virtual events, public concerts and festivals nationwide.

We can also coordinate all aspects of the performance for one all-inclusive TURN-KEY fee, with our team onsite to make sure your event goes smoothly from load in to load out.

With thousands of acts on our roster, you will be able to find the perfect act for your event.

2015-To Present

Zurdo Inc Michael Salgado El Zurdo de Oro - Siggno Enterprises - Elida Reyna – Solido – La Mafia – David Olivares – La Tropa F – Marcos Orozco – Chente Barrera – Stefani Montiel – Aj Castillo – Conjunto Romo – Asalto - Gabriella

Monitoring and reviewing sales performance on a regular weekly and monthly basis.

Maximizing sales through effective merchandising and marketing.

Recognizing and rewarding good staff performance.

Monitoring product availability levels throughout the day and replenishing stocks to ensure 100% availability.

Developing business links within the local community.

Working with the visual team to manage displays for set ups.

Recruiting the right people with the right behaviors into the right jobs and ensuring they are given access to the right training.

Actively monitoring competitor activity.

Managing the profit and loss account within the budget.

Getting feedback and capturing data from customers

REFERENCES:

Javier and Mary Barrera

Owner Operator

J's Photo & Video Productions

830-352-8339

Eagle Pass TX 78852

Ismael Castillo Jr.

Food Service Director

Maverick County Jail

830-320-1517

Eagle Pass, TX

Victor & Sonia Perry

Owner Operator

Law Firm

830-968-8484

Eagle Pass, TX

Contact

2103850515 (Mobile)

www.linkedin.com/in/fernando-sanchez-flores-aa84254b
(LinkedIn)

Top Skills

Entertainment
Music Industry
Music

Languages

Spanish
English

Fernando Sanchez Flores

Duelo,Intocable, Los Invasores de N.L.,Los Cardenales de N.L.,Kumbia Kings,Los Rieleros
Helotes, Texas, United States

Summary

Experienced Marketing with a demonstrated history of working in the entertainment industry. Skilled in Music Publishing, Broadcasting, Advertising, Record Labels, and Music Festivals. Strong marketing professional graduated from Texas A&M University-Kingsville.

Experience

REGIO MEX MUSIC
PROMOCION & MARKETING
March 2017 - Present (6 years 4 months)
United States & MEXICO

FERSA MUSIC
PRESIDENT & C.E.O.
January 2011 - Present (12 years 6 months)

Grupo El Duelo
Manager
February 2010 - Present (13 years 5 months)
McAllen, Texas, United States
Booking U.S.A. & Mexico

EMI Music
VP of Regional Mexican Division
June 2004 - May 2009 (5 years)

DISA,LLC
V.P. OF REGIONAL MEXICAN
August 1996 - July 2004 (8 years)

Education

Texas A&M University-Kingsville
Associate's Degree · (1992 - 1994)