

Contact

956-269-3033 (Mobile)
luislumbreras@me.com

www.linkedin.com/in/lumbrerasluis
(LinkedIn)
[linke.to/lnkdin-bio](https://www.linkedin.com/company/linke-to/) (Other)
[linke.to/lnkdin-skrpro](https://www.linkedin.com/company/linke-to/) (Company)

Top Skills

Custom Travel Itinerary Design
Vendor & Supplier Relations
Niche Travel Expertise

Languages

English (Native or Bilingual)
Spanish (Limited Working)

Certifications

Decision-Making Strategies
Budgeting Video Projects
Learning Video Production and Editing
Site Surveys for Video and Photo Projects
Insights on Building a Photography Business

Luis Lumbreras

Franchise Owner & Travel Advisor | Photographer & Filmmaker
| Specialist in Luxury Cruises, Sports & Film Travel, Italy Tours,
Destination Weddings & Adventure Experiences
Laredo, Texas, United States

Summary

At SKR PRO, my mission is to craft innovative digital marketing solutions that drive growth and efficiency for businesses of all sizes. Leading the charge with over three years of dedicated experience in social media marketing, my focus is on leveraging platforms for maximum brand visibility and engagement. The team and I collaborate closely to provide bespoke solutions that optimize our clients' digital presence, ensuring their marketing efforts are second to none.

As a content creator, my expertise in multimedia project management and shot composition has been instrumental in cultivating a strong network of business clients. Together, we've developed and executed multi-channel marketing plans, significantly increasing client reach and engagement. With proficiency in social media marketing, I am committed to continuously analyzing market trends and consumer behavior to advise our clients on the best practices and emerging digital marketing techniques.

Experience

Luis#Lumbreras & Associates – Dream#Vacations
Franchise Owner & Travel Advisor | Luxury Cruises, Sports & Film
Tourism, Italy Tours
May 2025 - Present (4 months)
Laredo, Texas, United States

As the Franchise Owner & Travel Advisor at Luis#Lumbreras & Associates – Dream#Vacations, I curate unforgettable journeys for clients seeking more than just a trip. Drawing on my background in photography, videography and digital cinematography, I specialize in designing bespoke itineraries that marry luxury with storytelling.

My practice spans a diverse range of niche experiences:

Luxury & Expedition Cruises with Atlas Ocean Voyages

VIP Sports Travel packages through Roadtrips

Bespoke Italy Tours in partnership with Meet&Greet Italy

Film Festival Packages & Set-Jetting Tours to iconic movie locations

Destination Weddings & Fashion-Focused City Breaks

Adventure & Photography Expeditions for those who love to explore behind the lens

I personally oversee every stage of the travel journey—from qualifying and research to negotiation, booking and post-trip follow-up—ensuring each client receives tailored recommendations and exclusive perks that large agencies can't match. My visual-storytelling skills allow me to capture and share travel experiences in a way that inspires others, strengthens our brand and attracts new business.

Whether it's planning a multi-ship family reunion at sea, arranging access to film-festival premieres, or crafting a cultural immersion in a fashion capital, I love turning travel dreams into lifelong memories for clients in Laredo, South Texas and beyond.

SKR Pro

New Media Content Creator/Strategist

August 2021 - Present (4 years 1 month)

Laredo, Texas, United States

Innovative social media marketing strategies, leveraging platforms to maximize brand visibility and engagement.

Cultivated a strong network of business clients, providing bespoke solutions to optimize their digital presence and marketing efforts.

Digital Marketing Strategist & Consultant

Provided expert guidance in digital marketing strategies, including content creation, market analysis, and campaign management.

Developed and executed multi-channel marketing plans, significantly increasing client reach and engagement.

Analyzed market trends and consumer behavior to advise clients on best practices and emerging digital marketing techniques.

Content Creator & Photographer

I specialize in creating high-quality visual content that caters to various industries and marketing campaigns.

Employed advanced photography and videography techniques to produce compelling and effective marketing materials.

Collaborated with clients to understand their vision, delivering customized content that resonated with their target audience.

Skarlet RED Photography

Photographer | Videographer

July 2015 - Present (10 years 2 months)

Laredo, Texas Area

Photographer/videographer specializing in fashion, pageants, and life events. Our services include in-studio and on-location photoshoots, headshots, and portraits—video production for live events, documentaries, social media, and marketing purposes. We have Professional Makeup services for corporate headshots, magazine editorials, bridal, and Modeling shoots.

CWTSatoTravel

Travel Counselor

February 2019 - May 2022 (3 years 4 months)

San Antonio, Texas Area

- Customer service to Government/Military Accounts.
- Created reservations for Government and Military VIP travel.
- Developed a solid understanding of the corporate travel industry and the key drivers for VIP customers.

Envoy Air

Ground Security Coordinator

February 2009 - July 2015 (6 years 6 months)

Laredo, Texas Area

- Coordinated flight operations by overseeing all aspects of flight evolution.
- Operations management of daily flight schedule.
- Directed and assisted passengers in emergency procedures.

United States Marine Corps

Aviation Ordnance Technician

October 2002 - October 2006 (4 years 1 month)

Camp Pendleton, California

- Managed receipt, storage, and delivery of inventory to the helicopter squadron
- Delegated activation systems evolution by coordinating the launch team.
- Supervised operation and organizational maintenance of helicopter systems and specialized equipment.

Education

Full Sail University

New Media Journalism - MA, Communication, Journalism, and Related Programs · (August 2021 - September 2022)

Full Sail University

Bachelor of Science - BS, Digital Cinematography · (2018 - 2021)

Texas A&M International University

Bachelor of Arts (B.A.), Psychology, Sociology · (2007 - June 2015)