

Luis E. García



NOW Talent Management
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Bio

Luis Garcia is one of Northern California's most sought-after Spanish voiceover actors and two-time winner of the prestigious SOVA Award for Spanish VO. His 25-plus year broadcasting experience includes on-and-off camera productions as well as creative direction for various advertisement campaigns. Additional experience includes directing and producing Spanish language content. His flexible voice style allows for a wide variety of roles including hard/soft sell, political, educational, narrative, and special characters.

Television and Radio

Luis has been an on-air personality in both television and radio. Behind the microphone he has hosted daily radio programs and covered news and sporting events. For five years he was the Spanish radio color commentator for the Sacramento Kings. He produced the nationally syndicated Spanish radio talk show "*Opinion Latina*," which aired in 13 cities. In front of the camera, he has reached the Spanish speaking community as a news/sports anchor and reporter. In addition, he conducted the local community affairs program "*Sabor Latino*," (KUVS Unvision 19 Sacramento) a program focusing on Hispanic culture, issues and entertainment and is a recognizable figure in his community.

Producer/VO Coach

Luis has taught vo workshops and classes ranging from introductory courses to business practices since 2006. His voice coaching experience includes working with children and adults. As a voiceover producer he has experience in audio/video production and editing, copywriting, Spanish interpreting and translating and cultural consulting. He's also produced dozens of vo talent demos for professional and beginning talent.

Commercials

Luis has voiced and appeared in thousands of radio and television commercials, both nationally and internationally. He has created recognizable Spanish and English voices for Telemundo, Harrah's/Harvey's Casinos, Toyota, McDonald's, Caltrans, Hispanic Magazine, SMUD, and many others.