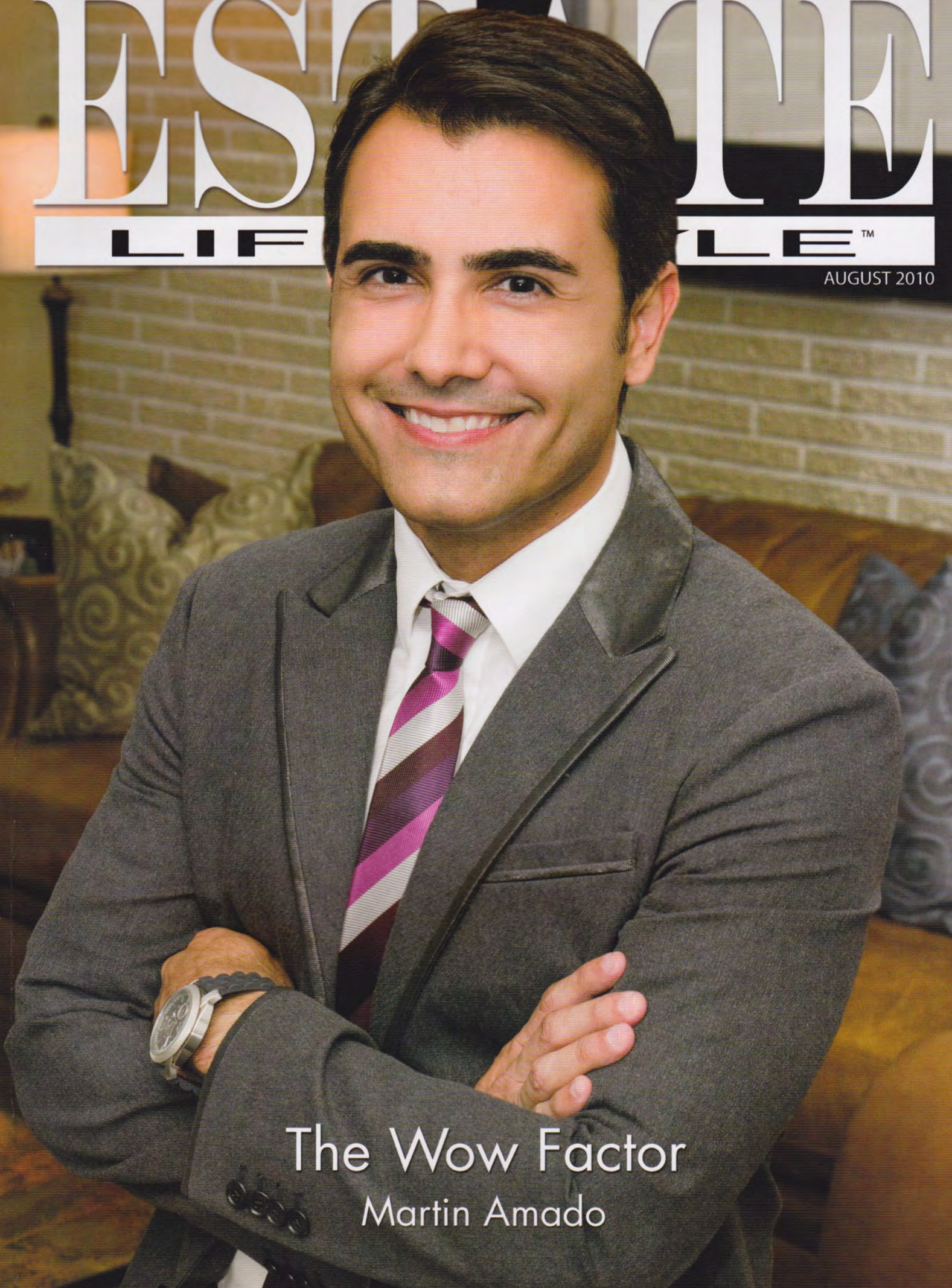


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ESTATE LIFE

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The Wow Factor
Martin Amado

Makeover Maestro

by Adriene Fern

Actor, reporter, host and television designer are a few of the roles Martin Amado juggles in front of and behind the camera. His many appearances on local, national and international television have made him a designing celebrity.

For the past three years, he has been the host and designer of a successful Miami home makeover segment in English, titled Room for Improvement, which airs biweekly on WSVN 7 News, a FOX affiliate station in Miami, during their primetime newscast. His work can also be seen nationally in the Hispanic market as the featured designer on Decorando Contigo, "Decorating with You" on Galavisión, a Univision sister network on cable. On both of these lifestyle projects, Martin shares his enthusiasm for design with viewers transforming spaces on a budget and in one day! He has also worked as host/designer on the TeleFutura Network, another Univision sister network, on the segment called Manos A La Obra, every Friday during Escandalo TV. This is their top-rated midday entertainment program. You might also recognize him from being a host on HGTV Small Space, Big Style and a recurring designer on Decorating Cents.

Martin's hands on decorating experience began as a teenager working school and summer vacations with his father in his painting and contracting business. At first the young Amado was daunted like most laypersons, at painting walls, cutting moldings and lining ceilings. He quickly learned just how easy it is to transform a room with color, a brush and little details. "After learning how easy it is to paint and switch out a light fixture, I became impressed with how the little details were making the biggest differences. These father and son room transformations unknowingly prepared and inspired me for my future," says Martin.

Born and raised in Miami, Florida to Cuban parents Amado, already showed signs that performing was what he loved. As a child he enjoyed coordinating lip syncing showcases with his friends at family gatherings. It was not until high school he knew he could have a career in the entertainment business, albeit not as a singer, but as an actor when he hired an agent and booked his first professional job on a McDonald's commercial, thus enabling him to become a Screen Actors Guild member.

He was on his way! Fast forward years later, he now has more than one hundred commercials on a national, regional and local level to his credit for clients such as MCI, Mazola Corn Oil, United States Postal Service, Pizza Hut, HBO, and K-Mart.



“It’s all about the *Wow* factor.”

In order to expand his opportunities in television, Martin graduated from Florida International University with a Bachelor of Science in Broadcast Journalism. His ability to speak English and Spanish proved to be a great asset allowing him to transition smoothly between both markets. While doing an internship at WSCV Channel 51, the second largest Spanish language station in the Miami market he was given his first on camera assignment on their local community affairs program, Miami en Accion. The opportunity not only enabled him to strengthen his on-camera skills, but also added producing, writing and editing to his television experience. He later moved on to be the entertainment reporter for two years at Miavision News where he was responsible for producing and writing the weekly Calendar segment, informing viewers on things to do over the weekend. His duties also included hosting Miami Hoy, a lifestyle and entertainment program which showcased the places and trends in the Miami scene.

After having acquired the skills to sell and demonstrate products on a previous television retail network, Martin was selected to be a part of the original team of hosts to launch Home Shopping En Español: the first national television retail network in the United States for the Hispanic market shown on the Galavision Network. Not only was he involved in making broadcasting history, but he was also the youngest host to be selected by the network in order to attract a younger demographic. The experience to speak with the viewers and to work without a script or teleprompter for three hour blocks of live television programming was another milestone in his broadcast career and also heightened his visibility across the United States. Combining his passion for design and on camera experience for television projects which showcased his talents in lifestyle programming, Amado has become known as the “Makeover Maestro.” Doing all-encompassing tasks from interior to exterior transformations, and everything in between, in order to share his vision for space into a reality with; carpentry, painting, electrical, and shopping, all to make it happen in one day! Recognizing the opportunity of his public platform, Martin shares his talents for the greater good. He donates his design services and reaches out for company contributions to provide paint, furniture and home accessories from Loews, El Dorado Furniture, City Furniture,

Ikea and many others just to name a few. He recently transformed the cold, sterile and bland waiting room for the Lighthouse of Broward, into a two color distinctive cozy living room environment. “By taking into consideration the visual impairments of the clients, I chose a white and green color scheme for maximum contrast and décor appeal.” Another noteworthy non-profit makeover beneficiary was the Multiple Sclerosis Foundation. Once again considering the debilitating and painful disability of an M.S. patient, Martin’s bedroom makeover created a serene and peaceful space with a floor fountain emanating soothing sounds for easing painful times. Amado’s resume of non-profit makeovers is just as impressive as his professional accomplishments.

In conjunction with local and national television programming, Martin Amado contributes articles to many publications on the subject of home decor and lifestyle trends. His work has been published in Vista Magazine, the largest monthly magazine for U.S. Hispanics with a circulation of over a million inserted inside newspapers in key Hispanic markets. Also, De Casa y Hogar Magazine, another national publication geared towards Hispanics, where in addition he produces and hosts video clips on their site offering decorating tips and simple room redos in Spanish. Martin’s ideas have also been featured inside People En Español magazine and his most recent work as a contributing writer is a weekly blog for Latina Magazine called Home Style.

When the “Makeover Maestro” isn’t on scene, set or working on his decorating book, which will be published in both English and Spanish for a fall 2010 release, you can find him at his private design firm the wow factor. This popular sought-after spokesperson on lifestyle and home matters can also be found as a guest speaker at home shows and events. Martin feels fortunate he can share his passion for design through various mediums: television, print and the internet, and with viewers not only in South Florida, but across the country and throughout Latin America, where some of his work in Spanish can also be seen.

You can visit Martin’s website at www.martinamado.com 