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- Binational Consulting/ Broadway San Diego – Musical theatre and live shows (since 2010) and California Ballet (since 2012). Public relations, marketing, press, publicity, promotions and English-Spanish translations for the public of Tijuana and Hispanic public of San Diego

- Reporter of Culture and Entertainment for El Informador de Baja California and InfoBaja magazine covering Tijuana, San Diego and Los Angeles (2010-2014)

Since 2012:

- Coordination of press and publicity for “John Doe: The Musical”, a San Diego production with a three-week season at the Lyceum Space (A Culture of Peace and John Doe Productions)

- Culture and entertainment collaborator – Mujer Actual magazine and San Diego Free Press

- Binational Consulting: La Jolla Playhouse. Strategic liaisons with the theatre and artistic community of Tijuana

- PR for Tijuana Hace Teatro (local theater company)

- Collaborator: “Border Philanthropy Alliance Mex-USA” Coordination of touring photographic exhibition (2009-2010)

- Professor of Public Relations, Strategic Planning and Programming and Audience Analysis at the Autonomous University of Baja California (UABC) Campus Tijuana (2010-2012)

- Sales Director at Hi-Tek, company dedicated to marketing and web design; media agency (2008-2010)

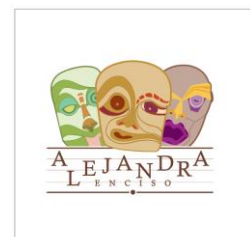
- Facilitator of the “Media Planning” module at the Event Organization course (Universidad Iberoamericana; March-April 2009)

- Professor of Public Relations at Universidad Iberoamericana in Tijuana (Fall 2008)

- Chief of Programming and Marketing of Local TV stations; TV Azteca Corp; Mexico City (2007-2008)

- Marketing manager; TV Azteca Baja California (2004-2007)

- Head of Special Projects at the Education Department; Hospital Infantil de las Californias (main children’s hospital in Baja California; 2002-2004)



-Cultural promotion (classical music concerts) at the Alliance Française (French Alliance) in Tijuana and European Cultural Center (2002-2003)

-Cultural Management at the Department of Studies and Patronage (Autor de la Matriz SGAE foundation; 2001)

-Culture and Entertainment coordinator at “Radio Periódico de Hoy”, radio program transmitted through Cadena Baja California (XEBG 1550 AM; 1998-2000)

* Languages

- English and French

