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Websites

www.gringoespanola.com/

www.eatdrinkandtravel.com/

[www.how-to-travel-on-a-](http://www.how-to-travel-on-a-budget.com/)

budget.com/

Objective

To use my writing and media skills and apply them for organizations that need writing savvy and analytical abilities.

Writing Experience

Creator and writer of websites, 2008 to present

Edit and write content for search engine optimization and reader interest. In-depth knowledge and passionate interest in new media and online publications. Avid reader focusing on the media industry, travel, and lifestyle topics. Frequent contact with industry professionals. Manage blogs using blogging platforms, Wordpress and Blogger.

Conceptualized and executed website branding including, designs, layout, logos and graphics.

- *La Gringa Española* a travel and photography blog. Posts include weekly photos, travel & city guides, lifestyle articles, and travelogues (personal travel accounts).
- *Eat, Drink, & Travel* a culinary travel and recipe blog. A growing site that focuses on Spanish cuisine, as well as travel anecdotes, food guides, and recipes from around the world.
- *Travel on a Budget* a travel tips and news site. Focuses on affordable travel options for the everyday consumer. Includes a blog that is updated weekly with the latest news and trends on travel. Most popular hits: "Anyone Can Travel For Free" and "Tips To Finding Cheap Flights."

Freelance Editor/Writer, 2008 to present

Travel tips writer for *The Newark Examiner*, an online newspaper that covers news and perspectives of local experts. Interviewed prominent traveler and entrepreneur Jeff Willner, the founder of Kensington Tours, about recent travel expeditions and volunteer efforts.

Contributor for *Too Shy To Stop*, an online lifestyle publication for young people. Eclectic article topics include arranged marriage, life on cruise ships, and struggling with the quarter life crisis.

Copy Editor, 2008 to present

Edit academic research papers, as well as business, law and medical school applications.

Other Work Experience

ABC Radio Networks, New York, NY

Multicultural Research Analyst, 2007 to 2008

Created client presentation pieces utilizing MRI and Simmons surveys in order to sell products, such as ESPN Deportes, Michael Baisden, Thalia, and Tom Joyner. Drafted copy for promotions team for events, and promotions such as a Spanish language radio commercial for the Conexion Thalia contest. Analyzed the competitive landscape and evaluated competitive audience, programming, and performance for such shows as Steve Harvey and El Vacilón de la Mañana.

King Juan Carlos Center, New York, NY

Public Relations & Research Coordinator, 2003 to 2004

Coordinated and wrote a cultural project to develop interest and participation in KJC Center events, including movie screenings, book series, cocktail hours, and lectures. Project included research relevant to the Latino community in NYC and abroad. Networked with similar cultural programs, events, groups, and administrators outside of the KJC center.

The Vox Collective formerly C/I Hispana, New York, NY

Public Relations Coordinator, 2003 to 2004

Secured media industry relationships with prominent Latino periodicals and journalists in order to promote client campaigns and events. Wrote press releases and targeted media opportunities for PR plans for UNICEF, Proctor and Gamble, and General Motors. Researched Hispanic buying trends and used statistical analyses to identify potential target markets. Researched industry competitors to compare and highlight our standing in the industry.

Education

New York University, College of Arts and Sciences, May 2005

B.A. in English Literature and Latin American Studies

Additional Education and Accomplishments

McGill University, Montreal Canada, Special Intensive French Program 2008

NYU in Florence, Florence, Italy, study abroad 2004

NYU in Madrid, Madrid, Spain, study abroad 2003

Universidad Complutense de Madrid, Madrid, Spain, Language and Literature Program 2000

Consulado General de España, Diploma for Language and Culture 1991-1999

Skills

Professional

MS Office (Word, Excel, PowerPoint, Outlook), Photoshop, Macintosh, Blogger, Wordpress, Mediamark Research & Intelligence, Simmons, Arbitron, Nielsen.

Language and Interests

Fluent in Spanish (written and spoken). Intermediate French (written and spoken). Elementary Portuguese. Media enthusiast. Avid traveler. Spanish food aficionado. Favorite travel writers: Anthony Bourdain, Tim Cahill, and Bill Bryson. Frequent reads: Seth Godin's blog, NY Magazine, T Magazine, and Frugal Traveler.