

246 Demarest Avenue

Closter NJ, 07624

(201) 394-2493

[elena.vazquez@gmail.com](mailto:elena.vazquez@gmail.com)

Websites

[www.fotografiamag.com/](http://www.fotografiamag.com/)

[www.gringaespanola.com/](http://www.gringaespanola.com/)

[www.eatdrinkandtravel.com/](http://www.eatdrinkandtravel.com/)

## Writing and Media Experience

### Creator and writer of websites, 2008 to present

Edit and write content for search engine optimization and reader interest. Have in-depth knowledge and passionate interest in new media and online publications. Avid reader focusing on the media industry and lifestyle topics. Conceptualized and executed website branding, including design, layout, logos and graphics.

- *Fotografia Mag* – an online magazine for photographers and photography lovers to submit their photography and promote their work online. Manage and edit submissions from photographers all over the world.
- *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.

### 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 Media 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 Hispanic and Urban 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 Conexión 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

- Wrote a cultural project, including research relevant to the Latino community in NYC and abroad, which developed interest and participation in KJC Center events, including movie screenings, book series, cocktail hours, and lectures.

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

#### Public Relations Intern, 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 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.