

# Ana Sofía Álvarez

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## *WORKING EXPERIENCE*

- Jan 2019 – PR strategic creativity and planning for all the agency's brands. Mexico City.  
As part of the Trendsétera agency, I now not only take charge of the music-related activities from Corona, but also develop the creative PR and BTL strategies for campaigns that involve all of our brands (Smirnoff, Corona, Stella Artois, Johnnie Walker, Pacífico, DiDi, Nescafé, Nestlé, Kit Kat, Sofitel, Mabe, San Pellegrino, Perrier, and more).
- Jan 2018 – Jan 2019 Music Communications Consultant for Corona. Mexico City.  
I'm currently working at Trendsétera, a leading PR agency in Mexico City, having clients of international stature like Johnnie Walker, Buchanan's, Corona, Splenda, San Pellegrino, Smirnoff, Perrier, etc.  
I'm part of the Corona team, developing all online, offline, and influencer-born marketing and PR strategies for the brand. I specialize in the music-driven activities, and support the rest of the brands in the company when they have to present musical strategies for their clients.
- Aug 2016 – Dec 2017 COO at Arte en Caravana. Mexico City.  
Caravana was a talent-catalyzer agency looking to simplify artists' career through a wide network of professionals in the field.  
We were looking to create a huge web of talented people who could grow together, helping and advising one another, thus creating a new wave of recognized Mexican artists.  
I was in charge of the Project Management, A&R, Events Production, Talent Acquisition, and Public Relations of the company.
- Mar 2016 – Aug 2016 Digital Marketing Coordinator at Papa John's. Mexico City.  
Papa John's Mexico needed someone to help out the marketing team in terms of digital marketing and social media management. I took charge of Papa John's social media accounts and came up / applied new strategies alongside the local store marketing team.

Jan 2016 – Mar 2016

Producer at Guateque. Mexico City.

After working alongside Guateque for the OGP Summit, the agency wanted me to help them with a couple events they were producing: Bushmills Place, a pop-up bar that hosts poker nights every week, and Gary Baseman's party for Tequila 1800 and Zona Maco.

I was in charge of producing, coordinating and supervising the events.

Oct 2015 – Nov 2015

Production Coordinator at the Open Government Partnership Global Summit. Mexico City.

Mexico held the presidency of the Open Government Alliance (AGA - Alianza para el Gobierno Abierto) for a year, and put up the Open Government Partnership's 2015 Global Summit. Enrique Peña Nieto, Mexico's President, as well as over 200 ministers and international delegations came to the event that took place in the city's Palace of Fine Arts, and the Palace of Mines.

I was in charge of coordinating and supervising the event's general logistics and operation alongside Guateque and Turycon (both in charge of production).

Nov 2014 – May 2015

Production Coordinator at Mr. Woo. Mexico City.

Mr. Woo is an audiovisual producing company that develops content (TV commercials, online videos, etc) for major brands such as Buchanan's, Nestlé, Johnnie Walker, Procter & Gamble, etc. They've also developed a couple all-Mexican produced movies, having had some of them at several film festivals.

I'm currently a producer and production coordinator at Mr. Woo, working in diverse projects simultaneously. Mainly, we're developing a YouTube channel for Televisa called Éxito Total.

Jul - Aug 2014

Production Coordinator at TAKE. Mexico City.

TAKE is an event that focuses on the intersection between fashion, home technology, entertainment, social movements, and biology, with connectivity. It intends to answer the question "What would happen if we put connectivity into \_?".

Worked as a producer with one of the companies in the event, coordinating and supervising the event's general logistics and operation alongside Miracle and Cocolab, both curators of the Social and Entertainment (Fun) editions, correspondingly. I was also in charge of the social media management for the event.

Feb - May 2014

**Production Coordinator at Aldea Digital. Mexico City.**

Aldea Digital won the Guinness World Record for being the biggest digital inclusion event in the world in 2013. It is set in Mexico City's Zócalo, having a complete take over and its admission is completely free.

Worked as a producer with Telmex, coordinating and supervising the event's general logistics and operation alongside CREA (CIE). I was also in charge of the "digital experiences" areas' concept, development, production and performance, with help from Cocolab.

March 2014

**Production Coordinator for the Literary Tent at Festival Nrmal. Mexico City.**

Nrmal Festival started as a tiny event in Monterrey, Mexico, showcasing some of the best, most innovative new bands in both Mexico and the world. It began as a very independent movement and in 2014 they took the festival to Mexico City for the first time, growing in both attendance and talent.

I coordinated and supervised some lectures' operation. I was in charge of some basic lighting and audio performance in situ.

Jan - Feb 2014

**Production Coordinator at Bahidorá Festival. Mexico City, Las Estacas, Morelos.**

This was Bahidorá's second edition, growing from 3800 attendees in 2013, to 6200 in 2014.

Worked as a producer with Distrito Global, coordinating the festival's general logistics and operation alongside Ache Entretenimiento. I was in charge of the attendees' hospitality and accommodation, as well as Internet installation and performance in situ. IT and contact with the venue were among many other of my responsibilities.

Feb 2013 – Aug 2014

**COO at Bandtastic. Mexico City, Guadalajara, Puebla**

Bandtastic is a 5 piece music company that incorporates crowdfunding and crowdsourcing in order to put together live shows in Mexico City, Guadalajara and Puebla. We have done 15 shows over a year, including bands that range from chiptune DJs from Australia, to Italian post-punk trios. We've been named Mexican Startup of the Year by The Next Web, Most Innovative Company in Mexico by the British Embassy and UK Trade & Investment and had +1.5 million pesos in revenue on our first year.

As Bandtastic's Chief Operating Officer I was in charge of managing business relationships, and ensuring our product, site, and services meet standards of quality. Since our team was a small one, and I was the most experienced in the music industry, I also assumed other responsibilities as Press Officer and general Public Relations manager. I helped out with the booking process and the show's production process, as well. 90% of our shows were been sold out and we didn't get any negative incidents whatsoever.

Feb 2013 – Aug 2014

**CEO at Fanpit. Mexico City**

Fanpit is a company I started alongside Bandtastic's CEO and production manager. It's a premium ticketing system for promoters where customers get front-row seats at their preferred artist's shows, as well as official merchandise and exclusive experiences with them.

As CEO, it was my duty to sell Fanpit's services to shows promoters, coordinate the merchandise stock and exclusive experiences, as well as directing a team that helps us operate the general logistics when required.

Oct 2010 - Feb 2013

**Booking, shows production and promotion for Noiselab. Mexico City**

Noiselab was Mexico's first independent music label and blog. They're also live shows promoters every now and then. Being completely immersed in the global up-and-coming music scene and enjoying the booking and promotion of a live show, I helped out choosing and booking some of Noiselab's concerts (The Horrors, Primal Scream, The Kills, Junior Boys, a long etc.). Promotion was somewhat inherent to my job as Editor in Chief, though I wasn't the label's outright Press Officer. 80% of our shows were sold out.

Jan 2012 - Feb 2013

**Editor in chief for Noiselab. Mexico City**

As Editor in chief I was in charge of the site's overall performance, overseeing the blog's content development, its user's retention and acquisition, as well as scouting for new talent to feature on the website. I was in charge of two copywriters (I was the third), a web designer and a developer. Our team increased the blog's monthly visitors from 5000 to 40000 over the course of three months.

Feb 2011 - Feb 2013

**Social Media Strategist / Community Manager for Azul Histórico and Azul Condesa. Mexico City**

Azul Histórico and Azul Condesa are two out of the three Mexican cuisine restaurants top Chef Ricardo Muñoz Zurita has in Mexico City.

After signing up Azul Condesa for its Facebook and Twitter accounts, I successfully made it reach over 6000 followers over the course of five months. A couple months later I was informed Azul Histórico would be opening soon, and so I was in charge of the whole Social Media strategy behind both restaurant's online presence for two years. Azul Histórico surpassed the 10000 followers mark over four months.

Sep - Nov 2011

Online video streamings producer for Rockampeonato Telcel 2011. Puebla, Tijuana, Mexico City, Guadalajara, Mérida, Chihuahua, Querétaro, Hermosillo  
Rockampeonato Telcel is Mexico's nation-wide amateur bands search and competition sponsored by Carlos Slim's mobile carrier company. Every two years, Rockampeonato tours across 8 Mexican cities showcasing the past year's winner of the competition, alongside some of the country's most well-known bands.  
I was hired for the 2011 edition of Rockampeonato, and was responsible of the audio/video transmission controlling tools like Wirecast, Livestream, Ustream, Audio Hijack Pro and Soundflower. Our audiences ranged from 1000 to 6000 viewers per night.

Oct 2010 - Feb 2011

Online video streamings producer for Noiselab TV. Mexico City  
As a producer of online video streamings for Noiselab, I did almost the same as with Rockampeonato, except I had 3-6 streams a day, since our video channel was supposed to be a day-long option for people to tune in and listen/watch, TV-like. I used programs like Wirecast, Livestream, Ustream, Audio Hijack Pro and Soundflower.

Feb - Dic 2011

Social Media Strategist / Community Manager for MacStore & Telmex. Mexico City  
MacStore is one of the two certified Apple Premium Resellers in Mexico with 15 stores over the country. Telmex is Mexico's number one telephone company.  
I was in charge of MacStore general Social Media Strategy and execution, and I was responsible of the execution of one of Telmex's accounts strategy (developed in-house). I successfully gathered over 10000 followers for MacStore over six months, and 80000 for Telmex in less than a year.

## *MISC.*

- 2020 Curator for the Tierra Beat festival.  
The Culture Secretary has recently invited me for a second time to a curatorial council, this time for the Tierra Beat festival.
- 2019 Curator for the Radical Mestizo festival.  
The Culture Secretary invited me to a curatorial council in order to select the international talent for the Radical Mestizo festival that took place at the Zócalo square. Other members of the council were Camilo Lara and José Luis Paredes Pacho.
- 2010 - Occasional DJ at local clubs like Pulquería Insurgentes, La Romita, La Bipo, etc.
- 2014 Social Media Strategies Consultant  
I performed a thorough study of two separate businesses (Grupo Ángel de Luna, and Instituto ABC) and put together a bespoke strategy of easy execution in order for them to improve their online presence and engagement.
- 2013 British Embassy in Mexico's special guest in Digital Shoreditch, an international digital innovation event in London  
The UKTI (UK Trade & Investment) and the British Embassy in Mexico selected 4 Mexican entrepreneurs to attend one of the most important events regarding digital innovation and startups.
- 2013 Speaker at the «Entrepreneurialism, Technology, Innovation & The Start-Up Ecosystem in Mexico» panel. London  
I was invited by Mexican Chamber of Commerce in Great Britain as part of the Tech Mex Conference 2013 to talk alongside Russ Shaw (ex-Vice President and General Manager at Skype), Rodrigo Delgado (Mexico Analyst and Economist at Intelligence Unit) and Fernando Valenzuela (President at Cengage Learning LatAm).
- 2013 Online Key Opinion Leader for Indio  
I was selected as part of a small group of paid influencers who supported Indio's online efforts over 2013.
- 2011 Speaker at Pecha Kucha session for Gira Telmex Hub. Puebla  
My speech was focused on how to develop one's strengths in order to land your dream job, regardless of a university title.
- 2010 - 2011 Online Key Opinion Leader for Corona  
I was selected as part of a small group of paid influencers who supported Corona's online efforts over 2010.

## *ACADEMIC DEVELOPMENT*

- 2008 Secretaría de Educación Pública (S.E.P.)'s «Teacher's Training» certification. (TOEFL: 600 points).
- 2008-2009 Tecnológico de Monterrey – High School. Bicultural Program.