

María Alejandra Castro

Organizational Communicator & Storyteller

maria-alejandra
.com

+57
3192559271

maco.mcr@
gmail.com

Journalist with over five years of experience conceptualizing and carrying out creative communication strategies focused on storytelling for organizational branding. I transform organizational objectives and needs into attractive messages that encourage productive relationships with target audiences. Great disposition for creative teamwork and trend-hunting.

WORK EXPERIENCE

<p>Journalist and Project Manager at the Communications and Cultural Affairs Office of the School of Arts and Humanities</p> <p>Universidad de Los Andes Cra. 1 # 18A – 12. Bogotá. Tel.: 57-1-3394949</p> <p>August, 2018 to December, 2023</p>	<p>With the help of my team, I designed and produced communication strategies for the School. Their main purpose was the public circulation of knowledge and art produced within the School, as well as the promotion of academic programs.</p>
<p>Experience Creation Professional</p> <p>Great Place to Work Cll. 72 # 9 – 55. Bogotá. Tel.: 57-1-2124299</p> <p>July, 2017 to December 2017</p>	<p>I designed products and interventions, such as workshops, observatories, campaigns, etc., to advise client companies in building excellent work environments.</p>

Journalist at the School of Management	I fed the School's website with interviews, coverage of academic events as well as photographic records, and supported the production of video material. I proposed innovative formats for the Press Room.
Universidad de Los Andes	
May, 2016 to December, 2016	

EDUCATION

Journalism M.A.	Universidad de los Andes, Bogotá
2015 - 2023	Master's degree completed with scholarships for graduate assistance and excellence
Degree project: [In Spanish] Communicating the Arts and Humanities. Proposal for a Set of Practices that Communicate Academic Research in the Arts and the Humanities	

Languages and Sociocultural Studies B.A.	Universidad de los Andes, Bogotá
2011 - 2016	Completed with "Quiero estudiar" Scholarship
Degree project: [In Spanish] Friend-Enemy: Reproduction of the Violence of the Colombian Armed Conflict through Journalistic Discourse	

History B.A.	Universidad de los Andes, Bogotá
2010 - 2014	Completed with "Quiero estudiar" Scholarship
Degree project: [In Spanish] The Media Dispute. Political Exclusion and Resistance in the Press during the Political Campaigns for the 1970 Presidential Elections	

LANGUAGES

Spanish	Native
English	Advanced (Toefl 107/120)
French	Intermediate (DELF B2)

OTHERS

Other Education	<ul style="list-style-type: none">● “Agile Methodologies Fundamentals (Scrum, Kanban & Lean)” Course, Colsubsidio Educación Tecnológica - CET, February, 2024.● “Copyright” Course, Universidad de los Andes, August, 2023.● Four-year training in the theater group of Universidad de los Andes directed by Héctor Bayona and Pedro Salazar
Tech Skills	Office Suite, Google Suite, Adobe Premiere, Photoshop and Audition, Reaper, Wordpress, Notion, Mailchimp, Jotform, Hootsuite, among others.
Personal Skills	Attention to detail, critical thinking, curiosity, empathy, problem solving, creativity, whimsy.

REFERENCES

Andrea Lozano Vásquez	Dean of the School of Arts and Humanities of Universidad de los Andes
Tel.: +57 3112683512	a.lozano72@uniandes.edu.co
Santiago Andrés Gómez Silva	Child Protection and Humanitarian Action Consultant for UNICEF Colombia
Tel.: +57 3187755888	sangomezsil@gmail.com
Jessica María Rosas Esquivel	Education and Public Programs Director at Museo de Arte Moderno de Bogotá
Tel.: +57 3193188380	jessicaros4s@gmail.com