

Alejandra Gutiérrez

Communications and Public Relations

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Education

**Master's in Corporate Communication -
Universidad Panamericana** - Fall 2016 - Spring
2018

**Bachelor of Arts in Journalism and Public
Relations at the University of Oregon** - Fall 2011 -
Spring 2015

**Diploma in Marketing and Sales - Spring - Winter
2018**

Equipment & software

Adobe Suite C / Final Cut Pro
Premiere
InDesign
Nikon DSLR D5
Sony HXRNX100
Sony HSC300RF

Languages

100% bilingual (English and Spanish) and beginner Japanese.

References

Jeff Lombardi - Senior Director International Production
Operations at NFL FILMS - jeff.lombardi@nfl.com

Abraham Arias - Game Accountant at NFL -
arias31@live.com / 5516775475

Sports and Media

Manager of Partnership Operations, StubHub (September 2017 to April 2018)

- Account manager of key entertainment events in Mexico and Peru
- Monitor sales and partner's social media activity to detect areas of opportunity and implement new marketing strategies to increase purchase conversions
- Grow, foster and maintain excellent relationships with partners - properties, rightsholders, and agencies
- Guarantee that every operational aspect of a deal is put in place and meets StubHub's and Partner's quality standards
- Identify operational deficiencies and design new processes to counteract these and improve execution of new deals

Operations and Logistics at NFL Mexico (September 2016 to September 2017)

- Work with 20+ sponsors and service providers to coordinate all aspects related to the NFL Mexico games
- Create manuals and evaluation processes for all game-related activities, adjacent events and third parties involved
- Manage all the information from our sponsors for their activations and supervise execution pre, during, and postgame
- Supervise on Game Day that all sponsors, partners and teams are following protocols and complying with contracts and agreed upon activities
- On-field management and supervision on Game Day

International Production Operations at NFL FILMS (August 2015 to February 2016)

- Worked closely with NFL international group in New York to confirm deliverables and rights for international broadcast partners
- Coordinated with ESPN, NFLN, NBC, CBS and FOX all international feeds
- Organized satellite and fiber bookings for all games involving over 25 partners
- Live troubleshooting support during all feeds at NFL FILMS
- Tracked broadcasts and feeds for accuracy in billing
- Production Assistant at Super Bowl 50

Sports Video Production at the University of Oregon Athletic Department (September 2014 to June 2015)

- Created content for GoDucks.com along with its YouTube channel and Twitter handle
- Created and produced promotional videos, highlights, interviews and features for all the sportsteams
- Worked with Pac-12 Networks to create and deliver live broadcasts, post-game interviews, press conferences and highlight packages

Global Ambassador for the IAAF World Junior Championships, University of Oregon (June and July 2014)

- Managed team payments and registrations for events and competitions
- Arranged and managed meetings with sponsors, other teams and fans

International Work

International Student Outreach and Communication Intern, University of Oregon (October 2014 to June 2015)

- Organized biweekly events promoting University of Oregon's Health Center services
- Trained 50 peer mentors on university health center protocols
- Increased percentage of international students who use the services

International Student Association - Director (October 2013 to June 2014)

- Launched and responsible for International Week (week- long events held on campus) while managing an \$8,000 budget
- Promoted ISA goals through events and increased attendance by 23%
- Writer and editor of the organization's monthly student supported publication
- Organized on-campus events to bridge gap between international and domestic students