

SOFÍA G. LETONA

SENIOR MANAGER / DESIGNER

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PROFILE

Senior Manager in communications, marketing, design, and production, specialized in visual arts, culture, and social projects. With over 15 years of experience in the private sector, government, and NGOs managing budgets of more than \$2.4MM, I have been part of 150 projects such as exhibitions, art fairs, events, campaigns, social media strategies, editorial design, among others. I love to work with people and be part of a team. I am passionate about communication, human relations, and bringing ideas to life.

SKILLS

Communication strategies // Relations with media outlets // Inter-institutional relations // Project management // graphic, editorial and web design // Branding // Event production // Budget management // Fundraising and sponsorship development.

SOFTWARE: Adobe Suite (Photoshop, Illustrator, InDesign, Premiere, Acrobat) // Microsoft Office // ArtBase, MS Access database // Sketch Up (3D design).

LANGUAGES

Spanish and English 100% | French 90%

EDUCATION

Visual Arts Administration Graduate Degree // New York University, 2014-2016.

Industrial Design Bachelor Degree // Universidad Iberoamericana, 2001-2005 (Interior Design major).

Certifications and workshops

'Social Media Communications strategies' Workshop // Domestika (2020).

Theatre Production 'Behind the Scenes' Workshop // Director Alejandra Ballina (2020)

Autobiographical writing workshop // Universidad Iberoamericana (2013).

Management and Culture Diploma Certificate // CONACULTA y ANUIES, (2009).

Instructor's Certification // Outward Bound México (2006).

EXPERIENCE

Jan 2020 - present / Independent projects

FUTBOL MOMS. Design for communication documents, commercial presentations, and social media.

SAN DIEGO OPERA. Fundraising document design for the film of the opera 'La Hija de Rappaccini'.

BUSINESS COORDINATING COUNCIL. Relations with media (print, radio and TV) coordinating interviews; developed press releases, communication lines, and weekly media analysis and reports.

MUNDO ANIMAL. Strategy, design and implementation of two fundraising campaigns, obtaining \$ 450,000 (exceeding goals). Production and editing of over 30 videos and promotional materials for social media.

OUTWARDBOUND MÉXICO. Social media strategy, commercial presentations design, design of promotional materials, website's update and maintenance.

ALIANZA MÉDICA PARA LA SALUD (AMSA). Redesign of their logo and creation of the brand identity manual.

2019 / Mexico City

COMMUNICATIONS AND EVENTS MANAGER – PICTOLINE. Strategic planning, coordination, operation and logistics of events (Biennial of Illustration, Internet Walls) with a budget of USD \$123K. Managed relations with international and local artists and institutions, and developed commercial presentations for sponsors obtaining USD\$ 123K. [\[website\]](#)

2017-2019 / Mexico City

DIRECTOR OF OPERATIONS – PRESIDENT'S CHIEF OF STAFF OFFICE. Management of 100+ projects with government agencies, private sector, NGOs and international organizations within the Country Brand Office. Project coordination alongside the Tourism Promotion Council (CPTM) highlighting leading relations with the Mexican Football Federation (FEMEXFUT) and coordinating the Mexican pavilion in Moscow during the 2018 FIFA World Cup, among others. Developed communication strategies to strengthen the image and perception of Mexico abroad (reaching 13th place worldwide) fostering relations with the media.

2015-2017 / New York

DIRECTOR ASSISTANT – CASTELLI GALLERY. Responsible for consignments, loan agreements and sales paperwork. Managed works from the 18 artists represented, the gallery's and the director's collections.

CURATORIAL ASSISTANT – GREY ART GALLERY. Had relations with 90+ private collectors, museums, galleries, and rights agencies; managed the database (MS Access) with 400+ objects and created the 3D model for the exhibition 'Inventing Downtown: Artist-Run Galleries in New York: 1952-1965'. [\[website\]](#)

2010-2014 / Ciudad de México

COMMUNICATIONS AND MARKETING COORDINATOR – TELEFÓNICA. Managed print (BTL) advertising needs and coordinated creative agencies with an average monthly budget of USD \$80k Responsible for 'Tech Magazine', a quarterly promotional publication with a 3 million print-run per edition and a USD \$160k budget, coordinating editorial content, design, production, national distribution, and a digital app.

2007-2008 / Monterrey, Nuevo León

MARKETING, IMAGE AND PRODUCTION MANAGER – FÓRUM UNIVERSAL DE LAS CULTURAS (UNESCO). Managed advertising and promotion materials for the second edition of the UNESCO cultural festival with 1,700+ events and 16 exhibitions, bringing over 4 million visitors in 80 days with a USD \$2.4 MM budget. Coordinated the weekly printed program overseeing design, production, distribution, and content.

2006-2007 / Ciudad de México

CO-FOUNDER AND VICEPRESIDENT – OJOS QUE SIENTEN A. C. Created and managed the non-profit; coordinated and taught photography workshops for blind adults and children; development and fundraising to support workshops, exhibitions, and special events, managing a USD \$10K budget. [\[website\]](#)

OPERATIONS AND LOGISTICS COORDINATION – Management Systems International.

DEPUTY DIRECTOR OF INSTITUTIONAL MANAGEMENT – Social Development Secretariat (SEDESOL).

CULTURAL PROJECTS CONSULTANT – Aggo Consultores.

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DESIGN EXAMPLES

01. Outward Bound México

Add banners design and website maintenance.

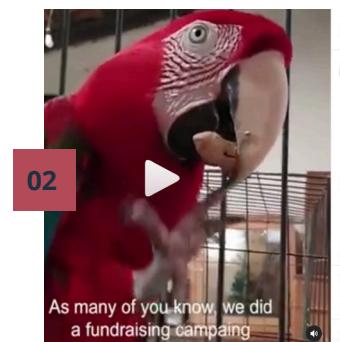
www.outwardboundmexico.com



02. Mundo Animal

Produced videos, designed banners, mailing adds, messaging, etc. for two fundraising campaigns

www.instagram.com/p/CBcK6uinue/



03. Alianza Médica para la Salud

Redesign of logo and creation of brand manual.

www.amsa.mx



04. México en una Foto

Catalogue's editorial coordinator, curator for two exhibitions, one in Moscow and the other in CDMX.

www.instagram.com/explore/tags/mexicoenunafoto/



05. Mindvalley

Created concept, developed script, produced and edited a video for a job application at Mindvalley.

https://youtu.be/l7imRof_Uus



06. Telefónica

Developed concept, coordinated editorial content and production of Tech Magazine.

