

# HELEN AZEVEDO

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## SUMMARY OF SKILLS & EXPERIENCE

Versatile, creative manager/director, & collaborator with strong writing, communication, language & computer skills; enthusiastic, resourceful problem-solver, disciplined & dedicated self-starter & fast-learner with solid experience in:

- ▶ Film/TV/video & live musical-dance theater development, packaging, production & distribution, script development
  - ▶ Artist mgmt, life coaching & career counseling; personnel recruiting, hiring, interim & emergency mgmt
  - ▶ PR & media planning; traditional & internet marketing, advertising & communications, design & production; direct mail marketing, community-based social marketing; technical writing, copywriting, catalog production/design
  - ▶ Event planning/production, fundraising, grant/proposal writing; grants mgmt, grants evaluation & reporting
  - ▶ Collaborative community & economic development planning, community cultural planning, strategic planning, advocacy & organizing; public/private partnerships for nonprofit & for-profit organizations
  - ▶ Training & curriculum development, planning & coordination for continuing education for health care providers
  - ▶ Spanish & Portuguese language instruction (college/university level) & translation
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### RECENT EXPERIENCE

**Exec Producer, Producer, “ROCK WITH YOU – The King of Pop LATIN Style”.** A New, Broadway-Style Dance Musical Review Celebrating the Music & Moves of Michael Jackson set to Latin rhythms & orchestrations (Los Angeles, CA 6/10 – Present) (2-week run at NoHo’s El Portal Theatre, 12/23/2010 -1/2/2011) Personal manager: Seanon Stylist Bristol, (creator, director, choreographer, lead dancer/singer) Handled all above & below-the-line negotiations & financing for this well received L.A. production. Ongoing, currently packaging this production for other venues regionally, nationally & abroad. <http://www.youtube.com/watch?v=V5EE5C29jvc>  
<http://www.youtube.com/watch?v=SYIv2jH5WGU>

### EXECUTIVE MGMT, MARKETING & CONSULTING:

•LIVE THEATER

**Interim Chief Admin Officer, ARTS OF PEACE, INC. DBA Mainstream Media Project** -(Arcata, CA) 7/06-12/06 Responsible for mgmt of globally oriented public education nonprofit promoting media reform through a widely distributed one-hour weekly radio program, “A World of Possibilities”, media training & “Media Alerts”, including “Guests on Call” placing & booking spokespersons on talk shows, HR, facilities, contractors/vendors, I.T., web/database & marketing materials planning & design, BOD meetings, office, equipment, strategic planning & capacity building projects, finance, development. Interim Project Manager for Educating in collaboration with NYU’s Leadership for a Changing World program. [www.mainstream-media.net](http://www.mainstream-media.net)

•NONPROFIT ARTS

•NONPROFIT HEALTHCARE

**Interim Director/Site Manager, EASTER SEALS NORTHERN CALIFORNIA** - Eureka Service Center- Nonprofit (Eureka, CA) 11/04 ~ 3/06. Personnel, Program, & Fundraising/Event (Telethon) mgmt providing services for children & adults with disabilities, incl Adaptive Aquatic Exercise Classes in a 92° pool, Adult Day Care Services, Summer Day Camp for children with disabilities, Adaptive Computer Lab, Medical Equipment Loans, etc. Responsible for facilities mgmt, repairs & upgrade, network admin, grant writing/grants mgmt, HR, transportation admin, contracts mgmt. [www.noca.easterseals.com](http://www.noca.easterseals.com)

•NONPROFIT TRAINING & CURRICULUM DEVELOPMENT

**Project Director, TRAINING & DEVELOPMENT ALLIANCE (TaDA)** – contract with Humboldt Area Foundation, Nonprofit (Bayside, CA) 7/02~11/04 Promotion, presentation & support for trainings, workshops, curriculum development providing continuing education for H&HS provide including Training-for-Trainers programs, Cultural Competency trainings, etc. Formed collaborative alliances with local trainers, HSU, CR, Adult Education, Local Gov’t & Family Resource Centers. Collaborated with HSU Computer Sciences, Service Learning, Extended Ed & Economic Development departments on design & data mining for dynamic web directory of regional meeting facilities. [www.humboldt.edu/meeting](http://www.humboldt.edu/meeting).

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<p>•NONPROFIT HEALTHCARE</p>	<p><b>Executive Director/Administrator, MOBILE MEDICAL OFFICE</b> - (Eureka, CA) 5/00-5/02. A nonprofit health center on wheels providing high-quality primary health care for the homeless &amp; rural poor. Led the effort, organized &amp; wrote most of the proposals &amp; grant applications raising over \$1 million in grants &amp; donations, culminating in a “330 Health Care for the Homeless”–federal grant. Funds helped acquire new, bigger headquarters, IT equipment, network &amp; software, a new (2nd) mobile unit, counseling offices, expand staff, programs &amp; capacity. <a href="http://www.mobilemed.org/">http://www.mobilemed.org/</a></p>
<p>•CATALOG MARKETING</p>	<p><b>Marketing Consultant, Program Director &amp; Development, Tech Writing &amp; Editing: KNOWLEDGEBROKER, INC (KBI)</b> (Reno, NV, NoCal, SoCal, Dallas, TX &amp; Wash, DC), A leading supplier of state-of-the-art tech support tools &amp; services for computer support.3/92-9/93 &amp; 10/95-7/97. Contributed to development of sales &amp; promotional materials, software manuals, development &amp; mgmt of the Educational Market, Business Partner Program &amp; International market; Product training, trade show presentations, worldwide product demonstrations &amp; online training. <a href="http://www.kbi.com">http://www.kbi.com</a></p>
<p>•NONPROFIT HEALTHCARE</p>	<p><b>Director of Marketing, P.R. Consultant, Strategic Planner, DANCING DRAGON DESIGNS, INC.</b> (Arcata, CA) (Catalogs &amp; Mail Order) 11/92-10/95 Designed &amp; implemented company Strategic Plan, Marketing Plans &amp; Budgets, Advertising, Catalog Production Mgmt (Successfully managed redesign, expansion, &amp; upgrade of primary catalog; reduced costs &amp; improved response by 20% by putting the catalog online in 1993!) Managed initial design &amp; launch of new catalog, Product Development, Merchandising, Copywriting, Editing, Affinity Club Mgmt, Public Relations, Circulation Mgmt, etc.</p>
<p>•NONPROFIT ARTS ADMINISTRATION</p>	<p><b>Executive Director, HUMBOLDT ARTS COUNCIL, Nonprofit (Eureka, CA) 9/89-2/92</b> County’s primary arts agency. Operation &amp; renovation of the Cultural Center, mgmt &amp; development of exhibitions, concerts, traditional folk arts, art-in-the-schools, permanent collection. Organized countywide cultural planning, co-coordinated “Designing the Future Economic Development through the Arts” Humboldt County’s first convening of business, government &amp; artist groups: a 3-day conference in collaboration with Humboldt State University &amp; College of the Redwoods. Board, financial, program development mgmt &amp; fund development: Federal State &amp; local grants – proposal writing, grants mgmt, special events development &amp; presentation, advocacy, P.R., etc. . <a href="http://www.humboldtarts.org/">http://www.humboldtarts.org/</a></p>
<p>PAST EXPERIENCE</p>	<p><b>President/CEO/Owner, VICTORY ENTERTAINMENT, INC. AKA AZEVEDO INT’L</b> (Hollywood, CA-11 years An independent film &amp; TV production, packaging, development &amp; artists mgmt company. Clients/partners included <b>ERIK ESTRADA</b>, actors, directors, writers, musicians, etc. Created, developed, sold &amp; produced projects that were later produced for TV &amp; film. Executive Producer of “Honeyboy”, NBC Sunday Night Big Event Movie.</p>
<p>ARTIST MGMT</p>	<p><b>Vice President Production, VINTAGE PRODUCTIONS, (Hollywood, CA) 1-year</b> Contract Acquisition, development, packaging &amp; financing for independent film &amp; TV projects.</p>
<p>FILM &amp; TV PRODUCTION</p>	<p><b>Unit Production Manager, ABC-TV, BROADCAST OPS &amp; ENGINEERING</b> (Hollywood, CA) 4 years - Managed studio &amp; remote production for network &amp; syndicated shows/series including: Welcome Back Kotter, Am Music Awards, Academy Awards (Foreign B’cast), Gen Hospital, Merv Griffin, Am Bandstand, New Years Rockin’ Eve, etc. Responsible for budgets, hiring, scheduling &amp; supervision of technical &amp; craft crews &amp; equipment for all phases of pre-production, production &amp; post-production, including delivery &amp; distribution or broadcast</p> <ul style="list-style-type: none"> <li>▶ <b>Independent Producer/Development, NEW WORLD TELEVISION</b>, -1 yr proj/contract</li> <li>▶ <b>Independent Producer/Development, ORION TELEVISION</b>, -1 year project/contract</li> <li>▶ <b>Production Coordinator, Assistant Director, ROGER TILTON FILMS, San Diego, CA</b> 88 US Navy Orientation Films, TV Commercials &amp; 2~70mm Omnimax/Imax Films.</li> </ul>

FOREIGN LANGUAGE INSTRUCTION	<p>▶ <b>Associate Producer, DOYLE DANE BERNBACH</b>, NY, NY. National TV Commercials for F glasses, Quaker Cereals, Volkswagen &amp; Coffee of Columbia.</p> <p>▶ <b>Part-Time Faculty</b> – Spanish, <b>HUMBOLDT STATE UNIVERSITY</b>, (Arcata, CA) 1994/95</p> <p>▶ <b>Part-Time Faculty</b> – Spanish, <b>COLLEGE OF THE REDWOODS</b>, (Eureka, CA) 1993/1994</p> <p>▶ <b>Teaching Assistant/Instructor, Spanish &amp; Portuguese SAN DIEGO STATE UNIV</b> Intermediate grammar &amp; conversation. Offered f/t tenure track position – declined. (2 years)</p>
SMALL BUSINESS	<p>▶ <b>Owner, Operator/Manager: BLUE MOON CAFÉ</b> (McKinleyville CA) 6/97-12/99 Serving Traditional &amp; Vegetarian Gourmet, Whole food Lunches, Org Espresso, Teas, Catering, etc. Sold</p>
PERFORMING ARTS	<p>▶ <b>Guest Teacher- Master Classes, NATIONAL BALLET COMPANY OF FRANCE</b>, Paris, France, 2-month Master Workshop: Introduction to American Jazz Dance Forms.</p> <p>▶ <b>Asst Choreographer, Soloist, PICCOLO CONCERTO, RAI-TV</b>, Rome, Italy- musical variety series, 13 one-hour shows, Various motion pictures at <b>CINECITTA</b>, Rome, Italy.</p> <p>▶ <b>Asst Choreographer, “Velma” East Coast Tour “WEST SIDE STORY” (w/Lennie Dale)</b></p>
COMPUTER SKILLS	<p><b>PC &amp; MAC</b>, All major Windows &amp; Office Suites, Databases, Contact Mgmt, Project Mgmt, Presentation, Web Development, Graphic Layout, Financial Accounting, Help Desk Software, Artificial Intelligence, Knowledgebases, Video Editing, Photo Editing, etc.</p>
LANGUAGES & TRAVEL	<p><b>FLUENT:</b> Spanish &amp; Portuguese. <b>CONVERSANT:</b> French &amp; Italian, studied Latin &amp; Japanese. <b>TRAVEL:</b> Europe, North, South &amp; Central America, Africa, Hawaii &amp; most of continental U.S.A.</p>
EDUCATION & TRAINING	<p>▶ <b>Change &amp; Transition Mgmt</b>, Cascadia Center for Leadership, Graduate workshop: 1/2007</p> <p>▶ <b>Cascadia Center for Leadership</b>, Cert. of Completion, 5/03; Graduate workshops 2004, 2005</p> <p>▶ <b>Cultural Competency</b> 8/03 &amp; 6/04; ▶ <b>Training-for-Trainers Certification</b>, 1/2003;</p> <p>▶ <b>Medical Spanish Certificate</b>, 3/2002; ▶ <b>Essentials of Supervision</b>, 3/2002: ▶ <b>Federal Program &amp; Grant Evaluation Workshop</b>, 2/2002; ▶ <b>Federal Grant Application Assistance</b> 1/2002, ▶ <b>Interpreting Financial Statements</b>, 2001; ▶ <b>Food Handling for Managers:</b> Cert. Humboldt County Dept of Environmental Health; ▶ <b>Too many</b> conferences in too many cities to name. ▶ <b>Advanced Language Courses:</b> NYU, C.U.N.Y: Hunter &amp; Queens Colleges, Columbia, University of Madrid, Middlebury College-Madrid, University of Lisbon* (As Helen R. Low*) ▶ <b>M.A. SAN DIEGO STATE UNIVERSITY</b>, Spanish Lang &amp; Lit (As Helen R Azevedo) ▶ <b>B.A. City COLLEGE OF NY, (CUNY)</b>, Portuguese &amp; Span Lang &amp; Lit*</p>
HONORS & SCHOLARSHIPS	<p>▶ <b>Fulbright/Hayes Grant</b> - Graduate Study in Spain - Univ of Madrid, Middlebury College*;</p> <p>▶ <b>Gulbenkian Scholarships</b> - 1 yr in Brazil, (declined) 1 Qtr at University of Lisbon, Portugal*;</p> <p>▶ <b>Woodrow Wilson Nomination</b> –3 yr PhD Grant to Queens College, CUNY (declined)*</p>
COMMUNITY & VOLUNTEER WORK	<p>▶ <b>NorCAN:</b> Northern California Assoc of Nonprofits, Steering Committee, Outreach 5 yrs</p> <p>▶ <b>CRM:</b> Community Resource Mobilization Initiative – Joint Steering Committee 5 yrs</p> <p>▶ <b>NCCN:</b> North Coast Clinics Network – Board Member, 2 yrs ▶ <b>RAIN:</b> Redwood Area Information Network– Co-Founder, President, Board of Directors ▶ <b>GCCA:</b> Growing Caring Communities Alliance, Steering Committee, 2 yrs ▶ <b>TheNET:</b> Humboldt Community NETwork; member, volunteer, 5 yrs ▶ <b>LatinoNet</b> - member - attendee ▶ <b>MLT:</b> McKinleyville L&amp; Trust; member 10 yrs ▶ <b>HCEDE:</b> Humboldt County Economic Development Forum – member 4 yrs ▶ <b>HBMS:</b> Humboldt Bay Mycological Society – 10 yrs marketing volunteer ▶ <b>JILL GEIST</b> Campaign Committee, 2000 – P.R. &amp; marketing ▶ <b>RTC:</b> Redwood Technology Consortium-5 yrs ▶ <b>WIF:</b> Women in Film, Los Angeles – 10 yrs</p>