

# ZANDRA RIVERA

2031 West Coulter, Chicago, IL 60608 \* [zandramrivera@gmail.com](mailto:zandramrivera@gmail.com) \* 312-714-7124 (c) \* 312-4884133 (f)

## Accomplished Bi-Lingual, TV & Film Director, Producer & Marketing Executive Professional

[WWW.MAINSTREAMMEDIAENT.COM](http://WWW.MAINSTREAMMEDIAENT.COM)

### -----Summary of Qualifications-----

Professional with 15 years of successful communication experience, creative project implementation and management. Accompanied by a wealth of community partnerships and relationships. Highly successful in designing and implementing creative media campaigns, utilizing strategic partnerships, experience with celebrities and the Hollywood environment. Strong, fluently bi-lingual communication skills in many settings, event management, film & TV development, production & directing. Excellent with media relations in all aspects. Outstanding motivational skills and qualified at speaking in front of large audiences and powerful spokesperson abilities, possessing a vibrant positive presence.

"Zandra has amazing visionary abilities and style, she has brought distinct groups together, powerfully and dynamically. She provides fuel and is the driving force to the projects. She has an insurmountable passion while simultaneously providing an audible intelligent voice and guiding power to all projects she works on." Ms. Rodriguez, Environmental Attorney, Caterpillar

### ----- Areas of Expertise -----

- |                                      |                                 |                              |
|--------------------------------------|---------------------------------|------------------------------|
| - Multi-Media Relations              | - Talent Casting for Bi-Lingual | - Event Management & Reports |
| - Strategic Partnerships & Alliances | International campaign          | - Sponsorships               |
| - Corporate Presentations            | - Press Releases                | - English/Spanish Writing    |
| - Satellite Media                    | - Web Casts                     | - Media Training & Motivator |
| - Film, TV Production                | - Spokesperson                  | - Film & TV Director         |
|                                      | - Event Implementation          | - Theater Producer           |

### -----Career Achievements -----

- Secured strategic partnerships and contractual agreements for various productions and events - Spearheaded existing and new products for market placement, strategized and developed marketing campaigns, implemented and managed. Brand management for various markets. Worked hand in hand with various prestigious corporations such as Miller Brewing Co., Heineken USA and Grupo Modelo. - Spearheaded and produced various plays and films. Written for bi-lingual political campaigns, television, web and radio commercials and a long-standing member of AFTRA/SAG and sits on the local SAG/AFTRA BOARD. Worked as one of the head casting directors for the last global-International Dove Campaign

### -----Professional Experience -----

**Hispanica -Advertising & Marketing Firm, Chicago, IL** Owned and operated. Worked with major clients such as Miller Brewing Co., Heineken U.S.A., Corona, to name a few. Managed 50-60 employees. Coordinated events for restaurant show, McCormick Place. Strategized, designed, implemented and managed various marketing campaigns for clients. Managed citywide promotions for distributors and tracked sales and promotions. Implemented and managed new ideas and new events for festivals, parades, seasonal and for holidays.

**Miller Brewing Co. of America, Itasca, IL** Hispanic Presence Marketing Team, managed on and off premise accounts. Worked extensively with all major beer distributors in the Chicagoland area. Maintained weekly, monthly and annual reports. Maintained and managed all accounts in store promotions. Worked with the public on a daily basis.

**CME/Marketing & Promotions, Chicago, IL** Started as a Miller o-premise rep., after three short months promoted to hiring and managing girls. Maintained all newsletters and reports. Worked with the public on a daily basis.

**Club Corporations of America, Chicago, IL** Director of Special Events for all private Clubs in the Chicago Land Area. Created, developed and implemented special programming for club members, wrote and published the monthly newsletter for the region.