

María Alejandra Castro

Strategic + Creative
Communications Pro

maria-alejandra.com | maco.mcr@gmail.com | +57 3192559271

Master's in Journalism with over eight years of experience crafting and executing communication strategies to share knowledge with wide audiences and strengthen institutional identity. I translate organizational goals and needs into compelling messages and experiences that foster productive relationships with target audiences. Highly skilled at bridging creative and executive teams, and always on the lookout for new media trends and technologies that can boost impact.

WORK EXPERIENCE

August, 2024 to May, 2025

Communications Manager at the Office of Innovation and Development in Academics, Curriculum, and Technology for Learning - DIDACTA, Universidad de Los Andes, Cra. 1 # 18A – 12. Bogotá. Tel.: 57-601-3394949.

Developed the communications strategy to position DIDACTA as the University's authority on curriculum management. Produced content for the Office's websites and social media channels, as well as for its affiliated centers on ethics, academic writing, and educational technology. Coordinated the production of *Notas DIDACTA*, a bimonthly, University-wide, publication. Collaborated with other teams to plan and promote events, as well as oversee the Office's digital and creative assets.

August, 2018 to December, 2023

Journalist and Project Manager at the Communications and Cultural Affairs Office of the School of Arts and Humanities, Universidad de Los Andes.

Led strategies for disseminating research and creative work in art, art history, cultural heritage, journalism, digital narratives, and literature. Collaborated frequently with Colombian institutions like MAMBO, IDPC, and Banco de la República's cultural office on various communications and culture management projects.

July, 2017 to December 2017

Experience Creation Professional, Great Place to Work, Cl. 72 # 9 – 55. Bogotá. Tel.: 57-601-2124299.

Designed products and interventions, such as workshops, observatories, campaigns, etc., to advise client companies in building excellent work environments.

May, 2016 to December, 2016

Journalist at the School of Management, Universidad de Los Andes.

Fed the School's website with interviews, coverage of academic events as well as photographic records, and supported the production of video material. Proposed innovative formats for the Press Room.

EDUCATION

<p>Journalism M.A. (2015 - 2022)</p> <p>Master's degree completed with scholarships for graduate assistantship and academic excellence</p> <p>Degree project: [In Spanish] <i>Communicating the Arts and Humanities. Proposal for a Set of Practices that Communicate Academic Research in the Arts and the Humanities.</i></p>	
<p>Languages and Sociocultural Studies B.A (2011 - 2016)</p> <p>Completed with "Quiero estudiar" Scholarship</p>	Universidad de los Andes, Bogotá
<p>History B.A. (2010 - 2014)</p> <p>Completed with "Quiero estudiar" Scholarship</p>	

OTHER

- Certified course on **Agile Methodologies Fundamentals** offered by Colsubsidio Educación Tecnológica - CET in February, 2024.
- Certified course on **Copyright** offered by Universidad de los Andes in August, 2023.
- Four-year training in the **theater** group of Universidad de los Andes directed by Héctor Bayona and Pedro Salazar

<p>Languages</p>	<ul style="list-style-type: none"> ● Spanish - Native ● English - Advanced (Toefl 107/120) ● French - Intermediate (DELF B2)
<p>Tech Skills</p>	Office Suite , Google Suite , Microsoft Suite , Adobe Premiere, Photoshop & Audition, Reaper, Wordpress, Joomla, Notion, Trello, Mailchimp, Marketing Cloud, Jotform, Hootsuite, Buffer, Canva
<p>Personal Skills</p>	Attention to detail, critical thinking, curiosity, teamwork, empathy, problem solving, creativity, whimsy.

REFERENCES

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