

María de Lourdes Alvarez Ramírez

Mexican and Spanish Graduate in Communication Sciences

Relevant interests and skills

- Editorial writing and editing: passion and experience in the production of clear, correct, and attractive texts, with rigorous attention to Grammar and Spelling.
- Knowledge of design and visual aesthetics: interest in how the combination of colors, editorial design and layout can all highlight the beauty of texts and ideas.
- Multiculturalism, languages, and translation:
 - C2 level in English with the ability to translate texts accurately and professionally
 - B1 level in French with communication skills in professional environments
 - familiar with multicultural environments thanks to experiences in Mexico and Spain, integrating creativity and diversity into projects
- Soft skills: organized, committed, and dynamic person, with great ability to solve problems and carry out tasks until completion
- Additional interests: passionate about fashion, photography, theater, music, and dance; interested in bringing a creative and cultural approach to each project

Education

- **October 2023 – October 2024:** Master in Contemporary Culture at the Ortega y Marañón University Institute, affiliated with the Complutense University of Madrid
- **January 2016 – May 2020:** Bachelor of Science in Communication at the Universidad Anáhuac México
- **July 2015 – December 2015:** Diploma in Luxury Management at the Miami Ad School Campus Mexico City

Experience

- July 2024: News Editor at the **General Foundation of the Complutense University of Madrid**
 - I supported the staff of the UCM Summer Courses in San Lorenzo de El Escorial.
 - I collaborated in the writing of texts for the website and the official newspaper of the UCM based on interviews with specialists and presentations.
- July 2021 – September 2023: Account Assistant at **Porter Novelli Mexico**
 - I was involved in the accounts of Microsoft, Xerox, Kellogg's, and Mars. I managed their social media accounts, as well as wrote press releases and texts for the company blogs.
 - I participated in the construction of the database of Latin American influencers to be used by the agency in various projects.
- January 2021 – July 2021: Editor-in-chief of **Pórtico Magazine**
 - I coordinated the writing of articles for the fashion, film, television series, and intellectual world sections of the digital magazine.
 - I managed the search and research of relevant topics.
 - I supervised the operations and corrected the style of all the texts to be published.
- May 2020 – September 2020: News Writer at **The Editorial Magazine**
 - I interviewed figures from the worlds of culture, fashion, and entertainment.
 - I wrote articles and reportages for all sections of the digital magazine, formatting them properly in WordPress.
- May 2019 – July 2019: News Writer at **El Heraldo de México**
 - I developed articles for the weekly section of the newspaper, called *Panorama*.
 - I based my work on interviews with figures from the lifestyle sector or on the coverage of social and cultural events.

Publications

- I wrote the reportage *Una colonia con alas* in 2019, available at <https://sanangelina.home.blog>
- I participated with a text in the book *Ecos de la montaña: homenaje a Tobyanne Berenberg* in 2015.

- I wrote the script for the first episode of the television series based on the work of El Bosco: *Bling, el jardín de las delicias* in 2018. It was registered in INDAUTOR with the number 03-2018-120711493900-01.

Awards

- I received the excellence award at the Universidad Anáhuac México in 2019 and 2020 for my outstanding performance in the classroom.
- I won the title of best short film at the “Ética en corto” festival organized by the Universidad Anáhuac México.

Contact

loualvram@gmail.com

(+34) 610 126 610

DNI: 07 144 258K

SS: 28-16 43 72 93 01

www.x.com/lucywestenra

www.instagram.com/luluar

www.linkedin.com/in/lourdesar