

Ana Ximena Esquivel Olmos

BILINGUAL COMMUNICATIONS SPECIALIST

Executive Profile

Deadline-driven communications expert with a proven track record in the United States, Latin America, and Europe. More than five years of journalism, content creation, and social media management. Bilingual. Experience interviewing high-profile clients from Fortune 500 companies as well as press coverage for politicians and board of directors. Leadership in cross-channel international coverage.

Fields of Interest

- Journalism, editor, corporate communication, columnist
- Social media and storyteller
- Producer, translator, reporter, freelance

Contact Details

Email:
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Phone:
(786) 491-0072

Location:
5001 Chicago Ave,
Lubbock, Texas 79414

Willing to relocate: Yes.
Willing to work remote: Yes.

Work Background

Producer

Gray Television | April 2020 - present

- Oversee production of three Telemundo newscasts from conception to completion.
- Research, write and edit the script for the newscast.
- Assign camera shots for the rundown.
- Manage web stories and social media

Social Media and Digital Content Specialist

Genius Plaza | July 2018 - February 2020

- Partner with VP of Sales and Partnerships to build and maintain GP brand voice standards.
- Perform weekly reviews/revisions and analyze metrics to over social media calendar
- Generate various content, including blog posts, ebooks, and articles for external collaborations.
- Develop strategies for the company's social media profiles.

Journalist and Editor-in-Chief

Corporación La Prensa | July 2013 - June 2017

- Allocate print space for original content including articles, features, illustrations, editorial content, and images.
- Develop independent stories to be featured in interior design, travel, technology, culture and arts, and the business sections.
- Pitch and develop a highly successful weekly startup and entrepreneurship column.
- Oversee production of 52 'Patrimonio' articles.

Education & Training

Digital Marketing Emeritus Colombia Business School

- Online
- November 2019 to December 2019

MBA Corporate Communications ADEN Business School

- Online
- October 2017 to November 2018

Diploma in Storytelling @Thread Yale University

- New Haven, CT
- June 2016 to July 2016

BA in Journalism Complutense University of Madrid, Spain

- Madrid, Spain
- August 2007 to June 2013