

# LISA ALVARADO

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## CREATIVE COMMUNICATIONS SCULPTOR

- Noted published author and publisher
  - Successful national branding campaigns from ground up
  - Knowledge of popular culture, Latino, arts, and educational issues  
Expertise in goal-driven copy writing and grants writing, with multiple successful proposals with the City of Chicago and the National Endowment for the Arts
  - Social media – proven track records in the blogosphere, Facebook, website design
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## EXPERIENCE

### LOVE YOU MADLY, Albuquerque NM 12/2014 to present

*Editor*

- Editor and Curator of online anthology featuring poets from the US and UK writing about jazz.

### CHRISTUS ST. VINCENT REGIONAL MEDICAL CENTER - Santa Fe, NM September 2013 to August 2015

*Senior Administrative Staff*

- Provide 1:1 support to the Chief of Staff
- Schedule appointments and managed all correspondence for the Chief of Staff Included, but not limited to letters, policy statements, peer review documents, meeting minutes.
- Design web portal prototypes for physicians.
- Sourced online project management tools, negotiated contracts and established pilot institutional use.
- Act as ex-officio representative for the Chief of Staff to peer review, credentialing, and pharmacy committees.
- Research and develop social media and project management/collaboration pilot programs.
- Manage hospital-wide on-call scheduling via use of Amion software.
- Conduct research for physicians and administrators.

### **Accomplishments**

Spearheaded the transition to paperless meetings for the medical leadership.

Saved Christus St. Vincent Regional Medical Center \$25,000 in successful negotiations with vendors. Mentored new administrative staff.

Streamlined inter-hospital communication.

Developed pilot launch of social media and project management tools. Maintained EMTALA compliance with on-call coverage.

### FIRST AMERICAN MAGAZINE, Santa Fe NM 4/2013 to 9/2013

*Contributing Editor*

- First American Art Magazine. LLC. is a publication dedicated to showcasing art by Indigenous peoples of the Americas. Provided technical assistance to publisher, America Meredith.

### BELLA MEDIA/SANTAFEAN MAGAZINE, Santa Fe NM 12/2012 to 3/2013

*Editor*

- Content and line editing, talent acquisition, copywriting, ghostwriting for the art, culture, and lifestyle magazine.

### EL DEFENSOR CHIEFTAIN/NUMBER 9 MEDIA, Socorro, NM 11/2011 to 7/2012

*Staff Reporter*

- City beat, covering arts and culture, economic development, education and human interest.

**MANUSCRIPT M.D., Chicago, IL/Sullivan WI****2008 to present**

*Owner/Principal focusing on creative, business and academic manuscripts.*

- Intense marketing plan successfully captured 60 clients, driven by skilled use of new media: blogging, Facebook and Twitter.
- In 2010-2011, successfully shepherded three creative manuscripts to be published by nationally known houses in the United States and Canada.

**COLUMBIA COLLEGE CHICAGO, Chicago, IL****2008 to 2009**

*Adjunct Professor, Departments of English and Humanities*

- Taught undergraduate survey classes: Introduction to Literature, Composition, Introduction to Poetry, Introduction to Fiction, and Introduction to Latin American Art, Literature and Music.
- Led initiatives to incorporate grassroots art institutions as learning sites.

**LA BLOGA and BLOGCRITICS.ORG, Chicago, IL****2007 to 2010**

*Online Journalist*

La Bloga: <http://labloga.blogspot.com/search?q=Lisa+Alvarado>

Blogcritics.org: <http://blogcritics.org/writers/lisa-alvarado/>

- Wrote over 100 articles for La Bloga. Issues included immigration, autobiographical essays on the Chicana and Jewish experience, and working for a living.
- Increased La Bloga's readership from 300 hits a week to 2000+. Grew submission base to over 500 writers, artists, journalists, and publication industry professionals.
- Published 75 bylines for Blogcritics.org, picked up for national distribution by NOLA.com, NJ.com, ClevelandExaminer.com, and Boston.com.
- Featured as Blogcritics.org's Author of the Week.

**LAMBDA LEGAL DEFENSE, Chicago, IL****2000 to 2008**

*Administrative Assistant, Midwest Regional Office*

- Incorporated work of region as it grew from 4 to 10 states.
- Provided right-hand gate keeping to Regional Director and Midwest Major Gifts Officer, coordinating travel, calendars, and scheduling.
- Organized major donor receptions and fundraising activities, including citywide events and house parties, ranging from 5-1500 attendees.
- Edited personnel policies, IT training and procedural manuals.
- Trained professional staff and over 60 interns and 100+ volunteers.
- Managed all front line office communication with multiple constituents, including LGBT community and potential litigants.
- Wrote press releases and managed email blasts.
- Wrote media guide for public relations
- Tracked print and electronic coverage.

**LA ONDA NEGRA PRESS, CHICAGO, IL****1995 to 2003**

*Founder/Editor*

- Founded unique press focused on the poetry of women of color.
- Accomplished unprecedented multi-year funding by the Chicago's Department of Cultural Affairs; recognition by the National Endowment for the Arts.
- Manuscript acquisition focusing on underrepresented writers and communities. Produced groundbreaking anthology featuring the poetry of Latinas, African-American and Arab writers.
- Successfully grew a media contact list from 50 local contacts to 500 national and international contacts. Coverage in major dailies nationwide, as well as National Public Radio.

**PUBLISHER AND AUTHOR****1995 to present**

- Honored by the State of Illinois as *Hispanic Author of the Year, 2009*.
- Grantsmanship: Five successful, renewable proposals submitted the City of Chicago Department of Cultural Affairs. Selected from a pool of 250 for Regional Artists Program, National Endowment for the Arts
- Self-promotion included innovative national book release events - house parties hosting community residents, high-level cocktail receptions in partnership with foundations, city-wide events of over 1000 at prime venues.
- Careful nurturing of high visibility educators, art patrons and media led to consistent sales on Amazon.com, as well as independent booksellers.

- Shepherded innovative partnerships with agencies serving young women of color, using my book for discussions to promote positive self-images of Latinas.

## **PUBLICATIONS**

- Memoir Magazine/Guns Issue, Fall 2014 (memoir)
- Me No Habla With Acento, Bashert, Memoria and Courting Disaster; Rebel Sartori Press Spring 2011 (poetry)
- Tidal Basin Review, An Arizona State of Mind, Fall 2010 (essay)
- Halapid, The Journal for the Society of Crypto-Judaism, Bashert, Memoria, and Homecoming, Spring 2010 (poetry)
- Raw Silk Suture: Female and working class identity; Floricanto Press, 2008 (poetry)
- Sister Chicas: Latina coming of age story; Penguin/New American Library, 2006 (novel)
- The Housekeeper's Diary: Domestic work; La Onda Negra Press, 1998 (poetry)
- Reclamo: Chicanisma, spirituality and body image; La Onda Negra Press, 1995 (poetry)

## **EDUCATION**

B.A., Writing, Union Institute/Vermont College

M.F.A., Interdisciplinary Arts, Goddard College

References Available on Request