



# MÓNICA LIAO QUÉLIZ

MULTIMEDIA CONTENT PRODUCER

LAMENTEOPEN.WIXSITE.COM/PORTFOLIO

## EDUCATION

**Fitchburg State University**  
B.A Film & Video (3.79 GPA)

**Colegio Nuevo Horizonte**  
(Dominican Republic) - 2014

## PROFESSIONAL SKILLS

- Creative Direction
- Scriptwriting
- Tour Guide
- Social media
- Diversity & Inclusion
- Graphic design
- Social advocacy
- Event Planning

## TECHNICAL SKILLS

- Premiere
- Photoshop
- Capcut
- Audition
- Sprout Social
- Notion
- After Effects
- Canva

## RECOGNITIONS

Chamber of Commerce of Greater Lowell Best PSA Award (2017)

Best Writing/Direction Boston Student Film Festival (2020)

Colloquio Del Otro Lao' Guest Speaker (2022)

Mitú Article Feature (2023)

## CONTACT INFO.

**Email** MLiaoqueliz@gmail.com

LaMenteOpen@gmail.com

**Bilingual (English & Spanish)**

**Full Driver's Licence**

## PRODUCTION EXPERIENCE

Jun - Aug 2019

### Multimedia Producer - Televisa Univision

- Deliver 360 promotional campaigns for the #1 Hispanic media outlet in the United States.
- Manage official brand social media pages.
- Develop campaign strategies to attract younger audiences for primetime properties.
- Conceptualize and produce promotional and internal communications content for the Univision brand.

May 2020 - Present

### Digital Content Producer - La Mente Open

- Conceptualize, script, film, and edit original video/graphic content that educates Latin American/Hispanic audiences.
- Grow and maintain a community of over 60k+ and over 10M views across social platforms (TikTok, Instagram, Youtube).
- Facilitate and design workshops on diversity and digital advocacy in the Caribbean and the United States.

June 2023 - present

### Executive Producer & Manager - GenZforChange

- Strategize, research, script, produce and appear in original educational content for a community of 1.7M members.
- Provide creative direction for filmmakers and paid campaigns.
- Manage filmmaker team/collaborate with external advocates.

Dec 2021 - Present

### Podcast Producer - SimpleMente Podcast

- Pitch, research, script and synthesize mental health topics for one of the top 10 podcasts in the Dominican Republic.
- Produce and manage marketing assets for all episodes.
- Conduct production stages for all podcast episodes.

Jul 2021 - May 2023

### Comm Coordinator - RD es de Todes

- Script and produce educational and journalistic content for the official social media channels of the organization.
- Film and shoot live videos and pictures of official events.
- Lead the media team for the Dominican non-profit LGBT+ organization "RD es de Todes".

Oct 2021 - January 2023

### Content/Founding Member - Afrocolectiva

- Produce content and conceptualize segments consumed by 100k+ Hispanic and Latin American viewers.
- Produce and write for daily blogposts and articles.

Dec 2020 - Oct 2021

### Lead Digital Content Producer - GAISA

- Create and develop "Foreign on Campus" a digital educational community for international students.
- Coordinate and manage all social media channels.
- Script, produce, film and edit weekly digital content including videos, interviews, blogs & static posts.

Sept 2019 - May 2022

### Multimedia Producer - Winkode Agency (Remote)

- Write SEO-optimized blogs and website copy.
- Produce digital content for marketing initiatives, incorporating SEO best practices.
- Conceptualize and implement tactics to engage audiences and improve search engine visibility.

Sept 2020 - Feb 2021

### Social Media Manager - 1-800 Flowers - Jax, FL

- Manage Instagram, LinkedIn, Facebook and Pinterest channels for main brands Floriology, Bloomberg and NAPCO.
- Produce/schedule animations, videos, static, and written content for each particular brand.
- Shoot and film Behind The Scenes footage.

## SELECT ADDITIONAL EXPERIENCE

Dec 2021 - Present

### Artistic Event Producer - Dom. Rep/USA

- Conceptualize live events (with audiences of 1k+ people in-person) for artists of underrepresented communities.
- Produce, direct and oversee all aspects of the shows.
- Manage budget and communicate with vendors.