



MÓNICA LIAO QUÉLIZ

MULTIMEDIA CONTENT PRODUCER

[LAMENTEOPEN.WIXSITE.COM/PORTFOLIO](https://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 filmer 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.