



Mayra Gómez

Represented by **The NWT Group**

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<https://NWTgroup.com/client/mayragomez>

EXPERIENCE

Snapchat, Santa Monica, CA

Producer/Editor

June 2018 – July 2018

- World Cup edition of daily stories
- Developed and produced for world wide Spanish audience
- Translated and presented WC facts

Liga de Futbol Americano, Mexico City

PR/Communications GM

September 2017 – May 2018

- Developed a marketing communications plan including strategy, goals, budget and tactics
- Developed media relations strategy, seeking high-level placements in print, broadcast and online media
- Coordinated all public relations activities
- Directed social media team to engage audiences across traditional and new media
- Leveraged existing media relationships and cultivate new contacts within business and industry media
- Managed media inquiries and interview requests for six teams and league
- Created content for press releases, byline articles and keynote presentations
- Monitored, analyzed and communicated PR results on a quarterly basis
- Evaluated opportunities for partnerships, sponsorships and advertising on an on-going basis
- Created, hosted, directed, and assisted in the production of “LFA Profesional” (Online LIVE Football show)
- Coordinated the Draft 2018, first of its kind for the LFA (Recruit, engage, and commit players to be present, coordinate stats and player bios)
- Assisted in the recruitment of international players for teams, and monitor contracts
- Assistant to Commissioner and Sports director in terms of rules, calendar, and execution of games

Máximo Avance, Mexico City

Reporter/Analyst/Commentator

July 2016 – November 2017

- Extensive research on football in Mexico Conducted interviews (Live and for production)
- Side line reporter for college and professional football games
- Weekly analyst for on air nationally broadcasted program
- Weekend commentator for football games
- Directed and managed online pages with live FB cut ins
- Monitored, analyzed and communicated results on a weekly basis for a continuous growth of social media pages
- Produced daily highlights of up to date NFL news and 2 minute wraps
- Commentator on 2017 NFL Draft program

From Memory Video Production, Salinas, CA

**Commentator/
Announcer**

Feb 2013 – March 2017

- Conducted research on Central Coast athletes and gathered records of individuals
- Prepared and co-anchored pre-game show
- Produced interviews with coaches, athletes, and representatives
- Color commentary throughout games

TV Azteca, Mexico City

Assistant News Editor

January 2016 – July 2016

- Assisted on the daily production of “Barra de Opinion”
- Coordinated and programed daily tweets for the different programs in “Barra de Opinion”
- Directed social media team to engage audiences across traditional and new media
- Leveraged existing media relationships and cultivated new contacts within business and industry
- Managed media inquiries and interview requests for six teams and league

Activities

- Member of Hartnell College Foundation—Salinas, CA
- Alisal Dream Academy Documenter—Salinas, CA
- 4-year Varsity Level Active Soccer Team Member—Rocky Mount, NC
- Master of Ceremony for Alisal Rotary Club’s Golf Charity Tournament—Salinas, CA
- Club Dramatica Active Member—Rocky Mount, NC
- Volunteer at Gavilan Soccer League—Salinas, CA
- Salinas Soccer League—Salinas, CA

Education

- Independent Professor at ULA, Mexico City
2017 – Current
Football Specialist/Analyst
- Instituto José Ramón Fernández, Mexico City
2017 – 2018
Sports Journalism Specialist
- Instituto José Ramón Fernández, Mexico City
2016 – 2017
Digital Sports Journalism Specialist
- N.C. Wesleyan, Rocky Mount, NC
2004 – 2009
B.A. Business Administration

Social Media



MayraGomez



@LatidoDPTVO
1.9K followers



@mayralgomez
4.2K followers



@mayralgomez
2.1K followers

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Loaves, Fishes, and Computers, Salinas, CA

June 2014 – Nov 2015

- Managed and supported the grant requirements and implementations for the organization
- Identified and developed strategies to optimize the grants administration process
- Performed relevant research to identify available grant opportunities and evaluated the results
- Directly involved in grant writing by coordinating with grant writers or coordinators
- Oversaw if the grants are implemented according to the operational and financial needs of the organization
- Supervised the fund raising team to ensure proper coordination of work
- Kept the relevant staff informed about upcoming deadlines and deliverables, thereby ensuring smooth completion of work responsibilities
- Prepared financial and budgeted plans and allocation along with the planning and finance department in accordance with each requirement
- Analyzed the budget trends and made recommendations for cost control and reduction for various grants
- Provided detailed reports to the funders and the board of directors with respect to the organization's progress
- Monitored paperwork and other related documents connected with grant-funded programs
- Maintained records of all payments and receivables and prepare monthly records for all grant related activities
- Provided training to the new staff on grants management and reporting requirements

Dual-Merging Grant Manager

Hartnell College, Salinas, CA

October 2013 – October 2014

- Administered special events
- Prepared equipment and materials for upcoming science camp sessions
- Assisted and created informative program presentations
- Provided Aerospace Educational Lab tours
- Created networking opportunities for potential sponsors and partnerships
- Gathered and entered data for quarterly reports
- Updated media sites and kept up to date records of events
- Created public relations events and handouts
- Created and maintained relationships with various media outlets

NASA SEMAA Coordinator

CActivo Comunidad y Deportes, Salinas, CA

October 2013 – Feb 2014

- Anchored weekly program
- Created interesting and audience-based stories
- Produced interviews, in studio and on-field
- Assisted with editing packages through Final Cut Pro
- Represented program at special events and community sessions

Anchor/Reporter

The Californian, Salinas, CA

November 2012 – November 2013

- Conducted research on Central Coast athletes to develop story
- Tracked local professional and amateur athletes
- Developed bi-weekly column to highlight role-model athlete from the Central Coast

Newspaper Columnist

Entrivision, Monterey, CA

November 2012 – November 2013

- General Administrative Duties: traffic calls, distribute mail, faxes and e-mails
- Developed the ability to edit voice-overs and create them
- Assisted with promotional events and sales staff as needed
- Created sale proposals and assisted in the administration of events
- Translated News documentation
- Created and developed sports package with little assistance
- Helped build online audience by creating “Facebook” media page and regularly updated information
- Developed on-air sports news
- Tracked development of soccer teams and “La Liga Mx” standings, players, and coaches

Front Desk Admin/Reporter