

Lorena E. Duarte

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Harvard-educated communications professional with wide-ranging experience

WORK EXPERIENCE

Latino Content Specialist

CEB Iconoculture
Minneapolis, MN

July 2013 – present

U.S. Latino content expert for global consumer research and advisory firm

- Examined consumer data and habits to create content relevant to emerging opportunities within U.S. Latino populations
- Explored developments relating to U.S. Latinos in a variety of fields; from fashion to food to the auto industry and mobile media.
- Wrote briefs and trends focused on Latino consumers across generations and acculturation levels; translated key motivators and lifestyle factors into actionable ideas and relevant marketing messaging
- Assisted multicultural team in setting and developing research agenda relating to U.S. Latinos

Communications/PR Specialist

Minneapolis Public Schools
Minneapolis, MN

July 2013 – present

Communications specialist focused on multilingual needs of Minnesota's largest school district

- Led high-profile projects such as the overhaul of Communication Department's television and video strategies
- Created wide variety of marketing materials, crisis communications, online and web messaging
- Responsible for translation of district-wide materials into Spanish in a timely, accurate and culturally-resonant manner
- Assisted in the reorganization of multicultural/multilingual team duties and deliverables
- Served in frequent media relations capacity

Copywriter

OLSON
Minneapolis, MN

October 2012 – May 2013

Freelance copywriter/translator in multicultural department of one of the top 10 independent, full-service advertising agencies in North America

- Translated, trans created and edited copy for agency clients into Spanish language
- Wrote in diverse forms for radio, print and web advertising
- Assisted multicultural team in ensuring cultural specificity and effectiveness

Editor/Media Specialist

Twin Cities Public Television
St. Paul, MN

August 2007 – March 2011

Vital member of communications department at one of the nation's top public television stations

- Managed a cross-functional team of print, web and video designers and communications and marketing managers to ensure all projects met or exceeded expectations, budget, and deadlines
- Developed strategic goals and implemented tactical steps associated with monthly magazine with circulation of 80,000. Tasks included: management, writing, editing, proofreading, and production.
- Worked with organization's management team in the strategic planning process.
- Developed, edited, and proofed copy for in-house and external print, radio, web and television advertisements
- Wrote daily blog and other essential website components; ensured adherence to best practices in tagging, keyword usage, headline creation and basic search optimization
- Developed promotion and communication materials and press releases
- Coordinated with local and national media members and outlets

Communications Consultant- Oral History Project

Minnesota Historical Society
St. Paul, MN

April 2010 – April 2011

Lead Consultant in first-of-its-kind oral history project of Minnesota's Latino community

- Assisted community advisory group in designing strategy and compiling list of potential interviewees
- Conducted 30 in-depth interviews with a wide variety of local Latino leaders for the Minnesota Historical Society's first Latino Oral History project
- Provided messaging and data-based content for final report

Television Producer

Minnesota Humanities Center & Chicano Latino Affairs Council
St. Paul, MN

Spring 2010

Produced one-hour documentary, Latino Arts: A Community Vision; aired on TPT in fall of 2010

- Planned and approved artists, shooting script, schedule, locations and budget
- Coordinated artists and TPT production team on location and supervised production
- Worked with the TPT creative team in editing, music sourcing and selection, final cut
- Coordinated the marketing and distribution of the film

Media Project Coordinator

Department of Chicano Studies, University of Minnesota
Minneapolis, MN

July 2006 – July 2007

Project lead for Minnesotano Media Empowerment Project which aimed to increase the quantity and quality of coverage of Latinos in Minnesota

- Organized Latino Speaker Series and major symposium focused on Latino representation in the media
- Designed media monitoring and analysis project involving 30 student monitors which captured over 1100 articles in a 10 week project
- Led, created and coordinated all aspects of website development including text and design with University of Minnesota web team

Editor

Latino Communications Network
Minneapolis, MN

January 2006 – July 2006

Leading Latino Communications firm with three weekly publications and AM radio station

- As part of management team, developed time and labor effective policies for both production team and staff at large
- Supervised production of weekly newspaper in all aspects, including story assignment, layout, design and copy editing
- Recruited and managed freelance writers, students, and contributors
- Represented LCN at community-related events
- Coordinated major marketing events and community celebrations

Editor

La Prensa de Minnesota
Minneapolis, MN

May 2000 – January 2006

Local weekly bilingual (Spanish/English) newspaper focused on Latino community

- Supervised production of weekly newspaper in all aspects, including story assignment, layout, design and copy editing
- Developed expansion strategies, resulting in the creation of *Energia*, a weekly arts and entertainment magazine
- Implemented intern program with various local universities, resulting in improved coverage of local issues
- Served as newspaper's spokesperson and community liaison with wide range of local organizations, including educational, health, political, and social services

Developer and Facilitator of VOCES youth poetry program

La Escuelita
Folwell Middle School

October 2005 – May 2006

February 2005 – May 2005

Developed, wrote and facilitated youth poetry program with emphasis on increasing self-expression, self-confidence, literacy, writing skills and increasing cultural knowledge and pride

- Wrote curriculum for two different youth poetry programs focused on making poetry accessible to youth participants through traditional poetry styles as well as slam poetry and spoken word
- Co-facilitated 8 week poetry project at Folwell Middle School for class of Spanish speaking students and developed curriculum including Spanish texts and materials.
- Facilitated year long program at La Escuelita with bilingual, at-risk, high mobility participants ages 12 – 18
- Wrote grant proposal resulting in award of 2006 MN State Arts Board Grant to fund La Escuelita project

EDUCATION

Harvard University
Cambridge, MA

June 1998

A.B. Hispanic Studies/Romance Languages and Literature. Harvard National Scholar.

SKILLS AND INTERESTS

Fully bilingual in English/Spanish and extensive experience in InDesign, Photoshop and Illustrator. Award-winning poet and playwright who performs her work regularly throughout the Twin Cities and works actively with youth doing poetry performances and workshops.

REFERENCES

Available upon request

AFFILIATIONS

The Loft Literary Center – Board Member (2008 – present)

Palabristas – Member and performer (2003 – present)

Resource Center of the Americas – Board member; ED Search Committee (2003 – 2006)

2004 Minneapolis MOSAIC Planning Committee (2004) – Invited by Minneapolis Mayor R. T. Rybak to be part of Planning Committee to plan and organize yearly multicultural arts festival.

Nicollet Cooperative Association – President, Secretary (2003 – 2005)

Hermandad de Sigma Iota Alpha, Inc. – Co-founder of chapter of Latina sorority on Harvard Campus (1996 – present)