

LIANA VICTORIA ALVAREZ CRAIG

lianavalvarez@gmail.com | 415.361.7108

Reliable Creative Writing genie with the ability to transform analytical data into clear, compelling story. Exceptional editing talent with a keen sense for delivering styles and voices authentically. Thrives on problem-solving, tight deadlines, and using competing ideas to build narratives that resonate with consumers.

EDUCATION

MFA, California College of the Arts, 2015
Creative Writing

BA, Berry College, 2007
English and International Government
Minor in Spanish

Certification, Colegio Delibes, 2008
Advanced Spanish and Translation

SKILLS

Microsoft Office
Adobe Lightroom
Adobe Dreamweaver
Digital/Film Photographer
Spanish
Leadership
Public Speaking
Project Management
Critical Observation
Collaborating
Problem-solving
Adaptable

PUBLISHED/AWARDS

“(21),” “(34),” “(55),” “(89)”
Wartime Cafe: a Decade of War 2001-2011, 2011

Excerpt from *Lot's Unfound grad{e}*, 2011

Tree of Knowledge
Berry College Honors Art Show, 2007

“American Equality and Idealism”
Arite: Justice, Greatness, and American Self-Understanding (Volume I), 2006

EXPERIENCE

Writer and Editor 2015
Craig Art House Tampa, FL

- Edits event manuals for an international sports confederation
- Formalizes memoirs and manuscripts for publication

Strategist 2014 – 2015
OMD (Omnicom Media Group) San Francisco, CA

- Managed 10+ teams to successfully execute 5 national campaigns
- Developed and presented marketing strategies to clients
- Researched and authored quarterly/annual competitive reports
- Advised on creative strategies using data analytics as a guide
- Promoted to strategist within General Market team

Assistant Strategist 2012 – 2014
OMD Latino (Omnicom Media Group) San Francisco, CA

- Authored creative reports using data analytics
- Redesigned and simplified fiscal reporting tools
- Trained teams on consumer base using brand-specific data
- Researched and built presentation decks
- Chaired and won an internal competition to acquire new clients

Finance Manager 2011 – 2012
St. Thomas the Apostle Catholic School San Francisco, CA

- Responsible for eleven accounts and reported to the Archdiocese
- Edited weekly newsletter

Writer/Editor/Photographer 2007 – 2015
Liana Victoria Studios San Francisco, CA

- Researched and authored a chapter on Event Management for an international sports federation's event manual
- Edited content and layout for Eleven Eleven Magazine
- Updated web page and edited content for The San Francisco Cup
- Photographed sporting events, natural disasters, weddings, and other events for groups and local newspapers
- Created business manuals, circulars, reports, and presentations
- Edited memoirs, short stories, and novels for publication

Editing and Marketing Intern 2009 – 2011
PM Press San Francisco, CA

- Edited manuscripts, magazines, pamphlets, and posters for print and international distribution