

# Mayra Gómez

Represented by The NWT Group  
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## Experience

### ***Producer/Editor, Snapchat, Santa Monica, CA***

**June 2018 – July 2018**

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

### ***PR/Communications GM, Liga de Futbol Americano, Mexico City***

**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

### ***Reporter/Analyst/Commentator, Máximo Avance, Mexico City***

**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

### ***Commentator/Announcer, From Memory Video Production, Salinas, CA***

**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

***Assistant News Editor, TV Azteca, Mexico City***

**January 2016 – July 2016**

- Assisted on the daily production of “Barra de Opinion”
- Coordinated and programmed 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
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***Dual-Merging Grant Manager, 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

***NASA SEMAA Coordinator, 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

***Anchor/On-field Reporter, CActivo Comunidad y Deprtes, 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

***Newspaper Columnist, 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

***Front Desk Admin/Reporter, 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
- Assisted in the handling and processing of Program Guides for KSMS and KDJT

## **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

## **Activities/Community Involvement**

- 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