

PAULINA OLIVARES NEUMANN
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ABOUT ME

I specialize in the field of Communications, PR, Press and Event planning. I have experience in creating publicity strategies to generate positive press and media exposure. Maintain and feed positive brand communication with clients and press, establishing professional relationships with people and organizations. Give, understand and take action with strategies, based on needs and contract-demand. Create, pitch and close editorial content. Acting as a liaison between press-industry. Build publicity and press plans and give 360° follow-up.

EDUCATION

ITESO | GUADALAJARA MÉXICO
BACHELOR IN COMMUNICATIONS

INSTITUTO EUROPEO DI DESIGN | MILAN ITALY
BACHELOR IN PUBLIC RELATIONS, PUBLICITY AND EVENT MANAGEMENT

INTERNATIONAL ADV ASSOCIATION | MILAN ITALY
MAJOR IN MARKETING COMMUNICATIONS

EXPERIENCE

PR and Publicity Account for Netflix Originals México
dosD3 MEXICO CITY | AUGUST 2019 – PRESENT

Created & optimized Netflix Mexico PR department
Increase media coverage & promotions for Original films
Negotiate and coordinate special and customized coverage on Top media outlets
Influencer Marketing: establish influencer strategies for each title, with and without budget depending on the objective and film title
Negotiated publicity coverage
Plan, supervise, assist and aid in local, regional and international junkets and talent tours management
Generate crossed content strategies that helped to optimize the offline & online media buy

Film Industry / Gabriel Figueroa Film Fund Coordinator (TV Series) + Special Events (Master Classes) | Film Industry Guests and Meet-Mart Coordinator
LOS CABOS INTERNATIONAL FILM FESTIVAL (AT HQ MEXICO CITY) | MAY 2015 – JULY 2019

Research and analyze Film & TV market, trends and content to apply to or connect with the Mexican market
Create parameters and guidelines for the Film Fund and Film Industry Events (Industry Meetings and Special Events): promoting the development of new talents in the film industry committed with a fresh approach and new ways of telling stories in cinema.
Track & scout producers, directors, screenwriters via Film Fund (International & National)
Networking and PR with Agencies, Production Houses, Distributors, Independent talent, etc.
Film Fund (WIP and Episodic Content) candidates selection process Coordinator
Master Classes, Panels Creator & Coordinator (Content, talent contact, production, promotion,

etc.) Ex. Extraordinary Views panel: A conversation with Ashley Connor, Agnès Godard, Ellen Kuras and María Secco

Coordinate logistics and production for red carpets, press conferences, media tours and press junkets

Create parameters and guidelines for the Festival Industry Programme and Film Industry Events (Film Fund, Industry Meetings and Special Events)

Film Industry Invitees Coordinator

Film Festivals (National & International) PR

Film Industry market PR (Agencies, Production Houses, Distributors, Directors, Financeés, ecc.)

Film Industry Events Coordinator

Film Fund Invitees Coordinator

Film Fund Projects Coordinator

Film Industry Invitees Agendas Coordinator

Film Industry Invitees Travel Arrangements & Hosting Coordinator

PR & Communication Coordinator

RIVIERA MAYA FILM FESTIVAL | 2014 – 2017

Developing schedules and coordinating travel arrangements Hosting for VIP Invitees and Jury members Peter Sarsgaard, Maggie Gyllenhaal, Kuno Becker, Charlotte Gainsburg, Fernanda Solórzano, Mike Ott, Gust Van Der Bergue, between others.

Talent Manager

FUTURO FESTIVAL | 2016 & 2017 EDITIONS

Developing and organizing talent arrangements and agendas (travel arrangements, lodging, transportation, soundcheck) for: Little Jesus, The Makeup, Mujercitas Terror, Cero39, Javiera Mena, The Blind Pets, between others.

Pop Up Manager

BPM FESTIVAL | 2015

Managing Pop Up Store (product placement, sales, client services, team supervisor.)

Marketing and PR Head Office

FORUM BY THE SEA | 2013

Creating Marketing strategies

Developing and managing PR relations with clients Supervising In-house events for brands

Supervising contracts and brand benefits

Account PR Communication, International Showroom & Press Office

HQ DIESEL | 2009-2012

Organizing and managing editorial appointments with magazines, influencers, ambassadors and Italian/International celebrities such as: Carlota Casiraghi, Natalie Portman, Valentino Rossi, Jovanotti, between others. Managing collection pieces (orders, stock..) Fitting coordination (photographers, models, designers, location) Organizing Press days Developing exposure reports

ROI Supervising communication strategies Developing and maintenance of the relations with ambassadors, investors, VIP client, etc.

Event Producer

SECRETARIA DE CULTURA DE SAN LUIS POTOSI | 2007

Creating a set design and producing the Opera: "Acis y Galatea" staging. Coordinating hosting Press & PR Assistant MUNICIPAL CANDIDATE'S ELECTORAL COMMITTEE | 2006
Collaborating with the Committee's Press Agency. Creating presentation tools used for the Electoral Campaign (press kits, press memos, etc.)

PR Assistant

FESTIVAL INTERNACIONAL DE CINE DE GUADALAJARA | 2006 EDITION

Managing guests arrangements (database, reservations, invitations, welcoming)

CERTIFICATIONS & COURSES

Advertising IAA

Art and Inquiry: Museum Teaching Strategies | COURSERA 2014

Management of Fashion and Luxury Companies | UNIVERSITÀ BOCCONI (ONLINE COURSE)

LANGUAGES

Spanish (Native)

English

Italian

SKILLS & EXPERTISE

PUBLICITY STRATEGIES

EVENT PLANNING

MARKETING COMMUNICATIONS

MARKETING STRATEGY MEDIA RELATIONS

CORPORATE COMMUNICATIONS

PRESS RELATIONS

EVENT MANAGEMENT DIGITAL MEDIA

STRATEGIC COMMUNICATIONS