



# PAOLA GONZÁLEZ

SOCIAL COMMUNICATOR/EVENT PLANNER

## CONTACT

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### Website

<https://www.tropicogotico.co>

## SKILLS

- Public Relations
- Strategy planning
- Creation of digital content
- Creative writing

## PUBLICATIONS

[DERIVA: Guide to self-managed projects 2022](#)

[FIURA Universe - Ebook - 2023](#)

## AWARDS

**Research Project "Dear Professors, Dear Students", 2024** Bellas Artes Cali, co-author Johans Murillas

**Festivals Grant - Mapas 2019 project** - Secretaría de Cultura Cali 2019 - co-investigator Mario Cárdenas (Unirock en Río cali).

**Circulation Grant from the Ministry of Culture - 2015** for participation in the Mama Event markets in Paris (France) and Womex in Budapest (Hungary).

## PROFILE INFO

I am Social communicator, specialist in multimedia creation, currently pursuing a Master's Degree in Management, co-founder of the cultural marketing agency Garra Producciones in Colombia. I have participated in the organization of musical events in Colombia, as well as in the publication of texts on cultural marketing and music reviews.

## EXPERIENCE

- **Since 2015 to date**  
**Bellas Artes. I Cali - Colombia**  
**Professor**  
Teacher and Researcher.  
The classes I have taught have to do with creation in multiple media, as well as the evolution of the media and its contribution to humanity.  
I am also an advisor for undergraduate projects focused on artistic circulation.
- **2014 - 2023**  
**Local artists I Colombia**  
**Production Team**  
Viva el Planeta Cali Festival - 2019, Media manager for Calink 2019, Pornomotora's 20th Anniversary Tour - 2019, Video summary of Colombia's participation in Womex 2015, Media coverage of SXSW for Television - Sonora City 2014
- **2016 - 2023**  
**Festival Internacional Unirock Alternativo I Colombia**  
**Press Officer**  
Management of press strategies for the diffusion of the musical groups that participate in the festival, in addition to making alliances with the media.

## EDUCATION

- **current studies**  
**Universidad Internacional de La Rioja**  
Master's Degree in Management and Entrepreneurship of Cultural Projects
- **2008**  
**Universidad de los Andes**  
Professional degree in Digital Creation with emphasis on art.
- **2000**  
**Universidad Autónoma de Occidente**  
Professional degree in social communication and journalism.