



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.