

María Herrera Pardo

Communications BA and Cultural Management MA

PROFILE

BA in Communication Studies with a master's degree in Cultural Management, experience in communications strategies, change management, project management, social innovation and the ideation, construction and development of strategies to encourage cultural changes in companies and in society

EDUCATION

● **June 2021**

PROSCI



Change Management Practitioner Certificate

● **October 2019**

Universidad Carlos III. Madrid, España

Cultural Management masters degree

● **Octubre 2014**

Pontificia Universidad Javeriana. Bogotá, Colombia

Language and communications faculty

BA in Communication Studies

● **Achievements:**

Honorable mention for the project "La banca Mágica: cine lúdico infantil", a model of Cinematographic User Experience addressed to children.

EXPERIENCE

● **March 2020 - present**

Analítica S.A.S. Colombia

Change Management Coordinator.

Leader, builder, and coordinator of change management strategies both internally and with clients.

● **August 2019 - present**

Positrips. (Remote)

Project Manager

Organization and coordination of personalized trips through Perú and Colombia; Consolidation of alliances with tourism agents in Perú and Colombia; Communications and change management strategies coordinator.

Achievements:

- Creation of a communication strategy encouraging travelers to develop positive impact and sustainable tourism that contributes to the development of local communities in Peru and Colombia.
- Consolidation of alliances with sustainable tourism agencies in Peru and Colombia

● **March 2019 - September 2019**

Cultproject. Madrid, España.

Social Communicator

Development of online and offline communication strategies for clients in the cultural sector. Movement of social networks, writing press releases and creation of visual and audiovisual content.

● **Achievements:**

Clients:

Creation and coordination of the change management strategy for the appropriation of the AZDigital software in the Ministry of Telecommunications. This strategy was developed within the framework of a complex context marked by the COVID-19 pandemic. However, the entire strategy managed to be accessible thanks to the development of animated short films, communication strategies, interactive games, contests, virtual training for 1,000 employees, moodle workshops and several video tutorials and learning ebooks circulated internally.

Internal:

Ideation and execution of the change management strategy to improve the work environment and the internal communication. Creation and coordination of the internal communications mail and intranet to share the main news of the company, chronicles of the best employees, internal activities, contests and best development rewards. Implementation of a positive language strategy that sought to improve the boss- employee relationship. Creation of a quarterly space to bring the company together and highlight outstanding workers.

EXPERIENCE

● August 2016 - June 2018

**Departamento Administrativo de la Función Pública.
Bogotá, Colombia.**

Change Management and Communications Consultant

Creation and development of communication and change management strategies for the implementation and monitoring of the Cultural Change Management strategy in the Colombian public sector.

● February 2015 - August 2016

**Agencia Nacional de Minería. Bogotá, Colombia.
Social Communicator**

Internal bulletin editing, creation of communication products like institutional videos, photo galleries, event coverage, billboards, social media content and intranet updating, related to the institution's mission.

● February 2014 - July 2014

Canal trece. Bogotá, Colombia.

Production assistant of "El Crew" magazine.

Gathering material for the different notes of the program, organization of the weekly recording schedule, technical support, social media movement and content creator, profiles and biographies writing editor.

● July 2012 - July 2013

Canal RCN. Bogotá, Colombia.

Junior Script Reader.

Script analysis before air release.

● **Achievements:**

- Creation, development and socialization of the Integrity Code of the Colombian Public Service and its pedagogical toolbox: a document with communication and change management strategies for public servants to appropriate the Integrity Code. The development of this project generated several positive impacts:

1. Thanks to the development of a single Integrity Code for the entire Colombian public service, Colombia was able to enter the OECD. The creation of this Code was one of the requirements.
 2. The Congress of the Republic issued the 2016 law of February 27, 2020, by which "the Integrity Code of the Colombian Public Service issued by the Administrative Department of Public Function must be adopted and implemented by all entities of the State at the national and territorial level and in all branches of public power".
- Support the Presidential Council for Women's Equity in the development of the campaign to commemorate the International Day for the Elimination of Violence Against Women 25/11/2017.

● **Achievements:**

- Creation of the first video-documentary about a mining inspection process. With this video we managed to show the public, in a friendly way, the development of an inspection visit.
- Development of the internal change management campaign "Good Customs" that invited the public servants of the entity to develop a monthly behavior change challenge in some aspect. This campaign helped increased in a positive way the perception of the work environment within the entity.

Languages

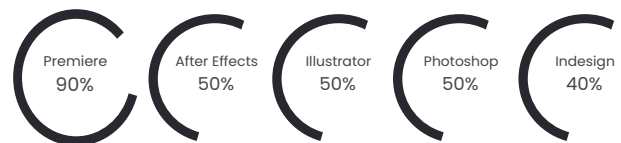
Spanish

Native language

English

IELTS 6.5


Suite adobe



CONTACT

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