

Maria Florentin

Media & Entertainment Specialist / Public Relations

Entertainment professional with expertise in event management and public relations. Hispanic and LATAM markets experienced. Outstanding communication and people relationships skills. Passionate about performing arts.

halo cambiar



✉ apuflorentin@gmail.com

📞 347-319-1242

📍 10 Hanover Sq., NY, New York

🌐 apuflorentin.wixsite.com/apuflo

🌐 linkedin.com/in/maria-florentin-766b66130

🐦 twitter.com/apuflo

📺 facebook.com/apuflorentinvazquez

📷 instagram.com/apuflorentin

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SKILLS

Promotions

Acting

Dancing

Modeling

Social Media

Brand Ambassador

Influencer

Public Relations

Sales

Event Production

Event Planning

Marketing

WORK EXPERIENCE

Event Coordinator & Promoter Independent Contractor

2014 – Present

New York, NY

GOSPEL Tribe. TAO GROUP- Marquee, PHD, Lavo, Avenue.. BUTTER GROUP- Up & Down, 1OAK. CACHE EVENTS- Acme, Goldbar, Soho House, Soho Grand

Achievements/Tasks

- Hosting services. Providing VIP Lists. Liaising with security and bar staff.
- Invitation/promotion. Organizing publicity for events. Distributing publicity materials.
- Sales agent ; Customer service. Ensuring the smooth running of events during the night. Managing budgets and accounts.
- Negotiating with club owners. Organizing special promotions. Liaising with artist agents.
- Brand Ambassador. Create a positive image and lead customers to attend the events.

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Performer - Actress, Model, Brand Ambassador & Dancer Independent Contractor

2014 – Present

New York, NY

Achievements/Tasks

- MUSIC VIDEOS - Afrojack & Martin Garrix, Turn up the Speakers, Spinning Records (Aug 2014); Hip Hop Video Club, Present the best (July 2015); Bad Girlfriend, Rock & Roll, BMW motorcycles (Aug 2015)
- COMMERCIALS - Budweiser made for music, Cervepar S.A. PY (Sep 2013-may 2014); Victoria Lager beer, Renovatio Films, PY (Feb 2014); Nescafe Mixes, Lupe Productions PY (March 2014); Spotify commercial, Spotify NY (July 2015); CAT Caterpillar, PY (Feb 2017); Agua Bendita Paraguay, PY (2017); Of en Miami, LA, PY (2014, 2015, 2016, 2017).
- FILMS - Cheerleader the movie, Irving Franco Director, NY (June 2014); The Single Project, Bravo TV (July 2014); Hack my life, TruTV (July 2014) ; The Preppie Connection, Joseph Castelo, NY (Aug 2014).
- MODELING - New York Fashion Week Fall Winter 2014, Summer/Spring 2015 (sharing runway with Adriana Lima for Carmen Stephens, Fall/Winter 2015).

WORK EXPERIENCE

Production Assistant / Staff

Grupo New Vision

2013 – 2014

Asunción, PY

Achievements/Tasks

- Provides coordination and project management to ensure event success.
- Work closely with the production team planning & executing events
- Conduct research on vendors, venues, brand partners, & more pertaining to event projects
- Support the production & client account management team
- Assist with activations and fulfillment through administrative organization
- Coordinate with event production and planning teams
- EVENTS
- 2013-2014: Marlboro Red Sound (Editions 1 to 8) Leading Electronic Music Festival in PY - Artists: Benny Benassi, David Guetta, Tiesto, Fat Boy Slim, Erick Morillo, Martin Solveig, Sharam, Taio Cruz, Sean Paul.
- 2014: Miller Summer Hotel - Artists: Bob Sinclair
- 2014: Personal Fest, Music Festival - Artists: Guns N´Roses, The Cult, Def Leppard y Deep Purple; quienes formas Kings of Chaos, un verdadero dream team integrado por Joe Elliot, Glen Hughes, Myles Kennedy, Corey Taylor, SLASH, Matt Sorum, Duff McKagan, Gilby Clarke y Steve Stevens.Las Pastillas del Abuelo, Agapornis.

Public Relations Assistant

Periferia

2012 – 2013

Asuncion, PY

Achievements/Tasks

- Build and maintain media monitoring and lists. Compose press materials
- Media and social influencer outreach; securing print and online coverage for clients through media outreach and pitching. Plan and coordinate client events: logistics, supplies, staff, equipment, RSVP tracking etc.
- Work with vendors supplying event: Caterers, designers, freelance staff
- Conduct research online on client and competitors, market landscape, media landscape. Create and maintain online media and blogger lists, monitoring coverage
- Actively participate in client special events such as media runs/workout classes etc. Help draft and transmit client reports and updates
- Assist in interviewing, hiring, and managing Interns. Oversee work of Account Coordinators and Interns when needed

EDUCATION

J.D. Law : Attorney

Law and Social Science School National University of Asuncion

2005 – 2010

Asunción, PY. (GPA. 4,6/5)

Digital Marketing

Shaw Academy (Online Degree)

2017 – 2018

New York, NY

LANGUAGES

English 

Spanish 

Portuguese 

INTERESTS

Nutrition, Health & Fitness

Performing Arts