

Alejandro Alvarado Bremer Ph.D.

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EDUCATION

Degrees

Ph.D. in International Studies. University of Miami (2003)

MA in Inter American Studies. University of Miami (1996)

BA in Political Science and Public Administration. Universidad Nacional Autónoma de México (1982)

ACADEMIC EXPERIENCE

Florida International University. School of Journalism and Mass Communication.

1. Program Coordinator of the Spanish-Language Master's in Multimedia Journalism (2010-May 2014; Aug 2016-currently)

2. Chair. Hispanic Communication Conference 2012 and 2013.

3. Co-Chair. Journalists & Editors Annual Workshop.

4. Spanish-language Editor of the South Florida News Service.

Achievements

- 100 percent student recruitment increase compared to Fall 2016.
- 15 percent student recruitment increase compared to Fall 2011 and Fall 2012.
- Built international awareness about the Spanish-language Journalism Master's program through social media, national Hispanic Television interviews; and organizing and moderating the Interamerican Press Association's Webinars.
- Designed new promotional material.
- Updated the Master's curriculum, adding two new courses: Social Media for Communicators, and Visual Storytelling II.
- Reviewed and reorganized the program's procedures, taking them to FIU's Graduate School's standards.
- Redesigned policies, syllabus, and procedures of the Master's professional project.
 - For the first time in the Master's history a student successfully presented a 45 minutes documentary¹.
- Created the Master's Alumni Advisory Board.
- Editor of the essays that resulted from the Hispanic Communication Conference 2012 in "[Evolving Realities of US Hispanic Media](#)". Florida International University
- Positioned FIU as a leader in Hispanic media and Hispanic marketing communication.

¹ Rodriguez, Andres. 2011. Rising from the Swamp. An Everglades City Story.

3. Program Director of the Telemundo Hispanic Media Futures Program (2011-2013)

- Taught the following workshops:
 - Brainstorming techniques
 - Presentation training
 - Integrated Communication Strategies
 - Creative concepts
 - Public Relations Theory

Achievements

- Certificated seven generations of students
- Nominated as the best program director at FIU in 2012 and 2013

4. Professor of the following courses:

- Integrated Global Communications
- Advanced News Writing
- Crisis Management and Crisis Communications
- Hispanic Marketing Communications
- Media Relations
- Account Planning
- Introduction to Journalism
- Media Management and Entrepreneurship
- Professional projects on communication (journalism and integrated communications)
- Political Communication
- Ethics and Social Responsibility
- Digital Media Management
- Independent Studies

Universidad de Yucatán, Mexico. Adjunct Professor

- Public Administration Theory (1990-1992)

PUBLICATIONS

- Alvarado, Alejandro (Editor). Evolving Realities of U.S. Hispanic Media. School of Journalism and Mass Communication. Florida International University. Kindle eBook. 2012.
- Silencio de Otoño. President Carlos Salinas de Gortari's National Security Policy in 1993. Kindle eBook, 2013.
- "Mexicanos al Grito de Guerra!" Immigrants within the U.S. Armed Forces. Plaza & Janes (Random House). Mexico 2005.
- National Security Policy towards the Chiapas' uprising during the Carlos Salinas de Gortari's Administration. Ph.D. Dissertation. University of Miami, 2003

- El Embargo a Cuba: Un Nudo Gordiano. *Journal of Latin American Studies*, Summer 1996
- Chiapas: Five Centuries and Twelve Days. Master Degree Thesis. University of Miami. Spring 1996
- Editor of the *Journal of the National School of Public Affairs and Political Science*, 1990
- El Universal (Mexico). "Por qué mueren más mexicanos que Filipinos en Irak". April 28, 2007.
- Wrote articles on International Affairs for the most influential Hispanic newspapers in the U.S., including "El Nuevo Herald", La Raza de Chicago, La Voz de Phoenix, La Prensa de San Diego, among others (1995-2005)
- *Diccionario de Política y Administración Pública*. Colegio Nacional de Administración Pública. México 1979.

MASTER'S IN COMMUNICATION PROFESSIONAL PROJECTS:

- Minaya, Jhonny, Masters of Science in Mass Communication. *El Twitter como Medio de Consulta Médica*. December 2010.
- Navarez, Natalia, Master of Science in Mass Communication. *Autismo en el Sur de La Florida*. December 2010.
- Rosado, Glenda. Master of Science in Mass Communication. *Miami, un paraíso contagioso de ETS y VIH*. December 2010.
- Rodriguez, Andrés. Master of Science in Mass Communication. *Rising from the Swamp (A documentary on Everglades City)*. May 2011. Official Selection of "Puntos de Vista Film Festival", University of Texas, 2012.
- Vazquez, Lucio. Master of Science in Mass Communication. *El VIH-SIDA y las Drogas en el Sur de La Florida*. May 2011.
- Valdivieso, Carlos. Master of Science in Mass Communication. *El Recurso del Mexodo. Inmigración de Mexicanos por Razones de Seguridad*. May 2011.
- Olivares, Roberto. Master of Science in Mass Communication. *De Venezuela a Dolarzuela (Diáspora de Venezolanos en Miami)*. May 2011.
- Milian, Ivet. Master of Science in Mass Communication. *Niños en Riesgo de Ser Sobremedicados. Deficiencias en la Identificación del ADHD en el Condado Miami-Dade*. May 2011.
- Barros, Esther. Master of Science in Mass Communication. *Detrás de los audífonos*. Spring 2012.
- Piazzzi, Larissa. Master of Science in Mass Communication. *Miami Fala Portugues*. Fall 2012.
- Suarez, Elizabeth. Master of Science in Mass Communication. *Sin Rastro*, Summer 2013. Third place at "Puntos de Vista Film Festival", Florida State University, 2014. Winner of "Best Production Award" and "Best Narrative Award" at the same festival.
- Ortega, Fabiana. Master of Science in Mass Communication. *El Bisturí Frente a la Cámara*. Summer 2013.
- Colón, Natalis. Master of Science in Mass Communication. *La Voz de la Ciudad Mágica*. Summer 2013.
- Noboa, Alejandra. Master of Science in Mass Communication. *Capitalizando una Moda: El Emporio del Juicing*. Fall 2013.

- Correa, Andres. Master of Science in Mass Communication. *Aumentan los Casos de Fraude Entre Indígenas Guatemaltecos en Medio de la Reforma Migratoria*. Fall 2013
- Tablante, Daniela. Las familias son para siempre. Documentary on the Marjory Stoneman Douglas/Parkland, Florida Shooting. Spring 2018.
- Viera, María Fernanda. Las cadenas de television hispana y el ajuste ante el cambio de audiencia. Spring 2018.
- Acero, Juan Pablo. Cómo el Uribismo arrasó en la s elecciones colombianas en Miami. Summer 2018.
- Montealban, Maria. Los daños ocultos del huracán María en Puerto Rico. Summer 2018.
- Becerra, Maria Fernanda. [La crisis en Nicaragua trasciende fronteras](#). Fall 2018.
- Navarro, Samuel. [Munch City Boxing: un cuadrilátero de esperanzas para boxeadores migrantes](#). Fall 2018.

PROFESSIONAL EXPERIENCE

Florida International University (August 2016- currently)

Associate Professor and Coordinator of the Spanish-language Journalism Master's.

720 grados, Consultoría Política (2015-August 2016)

Founding Partner.

Alvarado Communications Inc. (2003-currently)

President and founder

Currently, Alvarado Communications is provides public relations consulting services to Turkel Brands and Livost Inc. The company is also training the journalists of Marti Noticias (TV Marti and Radio Marti) on multimedia journalism.

Working as a public relations consultant for Turkel (www.turkel.info) and Origen Global, Dr. Alvarado led the PR team that launched AOL in Venezuela, Colombia, Chile and Argentina. Also with Turkel, he led the PR and Crisis Management teams of Guatemala's Institute of Tourism (INGUAT).

Dr. Alvarado has been hired as a media trainer and message developer for C-Com Group, Fusion Communications, and Fleishman-Hillard to train spokespersons from Johnson & Johnson, Samsung, and Estee Lauder, respectively. He has also media trained lawyers from The Becket Fund for Religious Liberty, and the regional directors of the Inter American Development Bank, together with Oratorio (www.oratorio.com).

He led the public relations' team for the National Institute on Drug Abuse's participation at the XVII International AIDS Conference in Mexico City in 2008. In 2009 he led the PR team for the International Symposium "Voices, the Lay State and Religious Freedom", in Mexico City; He was a Public Relations consultant for Efici Consulting Group. He is the publicist of Univision's award winning journalist Raul Benoit, and he leads the PR team of the John Paul II International Film Festival.

Porter Novelli/Florida (May 2005-2010)

Vice President and Media Strategist

Dr. Alvarado was the leader of Porter-Novelli's Hispanic Practice and also responsible for developing news media strategies for all major accounts for the Porter Novelli's Florida office, including HP Latin America and HP U.S. Hispanic, Master Card Latin America, Nortel Latin America, Wyeth U.S. Hispanic, and Merck U.S. Hispanic. He led media and public-speaking training for top executives of many of Porter Novelli's clients.

Univision Network (February 2002 –April 2005)

Writer and copy-editor of the "Noticiero Univision" and writer, copy-editor and producer of the news magazine show "Aqui y Ahora", both award-winning programs.

Porter Novelli (July 2001-February 2002)

Consultant

Managed HP Latin America's executives' visibility program; Procter & Gamble's public relations programs in the Hispanic Market and participated in the Silver Anvil award winning PR program "Tide Renews Your Fields". Also managed media relations for pharmaceutical company Novartis and for start-up technology firms such as DeRemate.com, Merlin Telecom, Star Media, and SAGA. Media trainer for top executives of companies such as HP, Wells Fargo, Nextel, Foster Farms, Lilly, Wythe, Novartis, among others.

ZDNet Latin America (May 2000–July 2001).

Managing Editor

Managed multicultural team of reporters for ZDNet Latin America and ZDNet Brazil. Significantly improved the quality of ZDNet Latin America's news coverage, increasing the page views and unique visitors by 65 percent from January to April 2001. Planned and decided the daily news coverage.

Senior News Editor

Led the development of ZDNet Latin America's news master plan. Planned ZDNet Latin America's news budget. Wrote breaking news and feature news stories.

CBS-Telenoticias (January 1995-May 2000)

Business News Producer and Correspondent, Miami

Anchored the finance segment of the CBS-Telenoticias' news show "Gira Europea". Produced and reported economic and financial news for a twenty-four hour news service broadcasted in Latin America. Had one-on-one interviews with Microsoft's Bill Gates, Compaq's Eckhard Pfeifer, the Mexican President, Vicente Fox, and former president of Panama, Alberto Balladares, among many other executives and government officials.

Special Programs Producer

Wrote and co-produced the show "America Habla", that garnered anchor Raul Peimbert two Emmy awards. Co-produced the monthly magazine "Empresario" (Entrepreneur)

From the Spring of 1994 to the Spring of 1995, Dr. Alvarado became a full-time student at the University of Miami for his Master's in Inter American Studies.

Mexican Ministry of Foreign Affairs (December 1992- April 1994)

Consul in Miami

Lobbied in favor of NAFTA before the Cuban exile and its representatives

National Security and Research Center, CISEN (1990-1992)

State Representative in Yucatan, Mexico

Designed public policy to support the Mexican economic and political reforms in Yucatán

Advisor to the General Director

Provided advice on national security policy making

Banco Nacional de Obras y Servicios Públicos, México (1990)

Advisor to the General Director

Provided recommendations on public policy and political analysis on key issues

Political Advisory to the President of México (1989-1990)

Director of Analysis

Provided public policy recommendations to support Mexico's political reform

Analyzed and wrote reports on key political issues

Mexican Ministry of Finance (1983-1989)

Deputy Director of Budgeting and Programming

Redesigned the Vice Ministry of Finance's budgeting and programming system.

In 1987 became the employee of the year and the Ministry's nominee to the Mexican government National Award of Public Administration

Ministry of the Interior (1980-1983)

Assistant to the Deputy Minister of the Interior of Mexico

Technical Secretary to the Program of Administrative Reform in the Judiciary System

Alternate Representative before the National Commission of Radiologic Emergency

Advisor to the General Director of the National Institute of Penal Sciences

Advisor to the General Director of the National Publishing Company (*Talleres Gráficos de la Nación*)

PRESENTED PAPERS, LECTURES, EXHIBITIONS, AND PERFORMANCES

- Panelist at Florida State University's 2015 International Hispanic/Latino Media & Marketing Conference.
- Panelist at University of Texas in San Marcos' Hispanic Media and Latino Oriented Media Conference, February 2013
- Interviewed by MSNBC for the network's special program on education. Aired on August 14, 2011
- Moderator of the panel "Mexico, the Challenges Ahead", organized by the Council of the Americas, Miami, September 2009.
- Spoke before the Salvadoran Council of Communication Professionals, San Salvador, El Salvador, November 2006.
- Spoke before Salvadoran environment related agencies about today's Public Relations industry and help them prepare a communications plan, San Salvador, El Salvador, November 2005.

- Spoke before the Produce Marketing Association Annual Meeting about the emerging Hispanic market. Monterey, CA. September 2005
- Lectured at the North-South Center of the University of Miami, (1997)
- Lectured at the National Association of Cuban Studies, (1997)
- Spoke at the Great Miami Chamber of Commerce about the Mexican Electoral Process, (1994)
- Participated as a guest on television Programs: Telemundo's Cada Dia con Maria Antonieta; Univision Los Angeles Night News Show; El Factor Brown, WGEN TV, Channel 8, Miami; TV. Marti's "Perpectiva" with Rafael Nuñez; CBS-Telenoticias' "Polos Opuestos," with Maria Elvira Zalazar; Dynamia Cable Television's "Noticiero America," with Edgar Solis; Radio Caracol's Cita con Erique Cordoba; Radio Mambi's Mesa Revuelta, with Agustín Tamargo
- Editor and writer of the Internet news site "ONE PAGE," (1994-1995)

PROFESSIONAL HONORS AND AWARDS

Vice President of the Association for Latino Media & Marketing Communication Research.
Member of the Editorial Board of the International Journal of Hispanic Media.

Recognized by Florida International University for the Telemundo Hispanic Media Futures Program. November 2012.

Recognized by the US-Mexico Chamber of Commerce as one of the most influential Mexicans in South Florida. December 2009.

Won a recognition from the National Academy of Television Arts & Sciences, for contributions to the reporting of the momentous events beginning on September 11, 2001

Mexican Ministry of Finance's National Public Administration Award, 1987.

Recognized by the Mexican Government's National Award of Public Administration, 1987.

PERSONAL

Fluent in English and Spanish.

American Citizen

Mexican Citizen