

Mónica Alexandra Luján Álvarez



Social Communicator

Master's in Marketing with a specialization in Branding from UPB

Personal Information:

- Email: moniklujanaw@gmail.com
- Phone: (+591) 79796980
- LinkedIn: [linkedin.com/in/mónica-luján-1659341b4](https://www.linkedin.com/in/mónica-luján-1659341b4)
- Date of Birth: January 5, 1976
- Address: Calle José Quezada 1951

Professional Summary

I am a Social Communicator with a solid background in journalism and corporate communication, specializing in Corporate Branding and high-value content creation for brands.

My focus is on leadership in corporate communication strategies and Public Relations. My experience includes the development and successful implementation of communication campaigns. Additionally, I have overseen the creation and execution of internal communication strategies, contributing to the strengthening of organizational culture and team cohesion.

I also serve as a university professor, teaching five subjects, all of which have been highly rated by students over the past five years.

In the corporate sector and through my journalism work, I have participated in organizing events such as fashion shows, Andean Parliament events, ODESUR games, and events for companies such as Yanbal, Ebel, Natura, and Tropical Tours fairs. At UPB, I have supported Graduation Ceremonies and the UPB 30th Anniversary celebrations.

Professional Experience

Position: Head of Communications - Academic Vice-Rectorate (VRA)

Organization: Universidad Privada Boliviana - Campus Julio León Prado - Cochabamba

Date: 07/2019 - Present

Position: Full-Time Tenured Professor - Undergraduate Communication Department

Organization: Universidad Privada Boliviana - UPB

Date: 02/2019 - Present

Courses Taught:

- Corporate Communication
- Advertising Media Planning and Management

- Branding and Corporate Identity
- Communication Strategies
- Brand Journalism
- Public Relations and Events

Position: Trends Editor - OH! Magazine

Organization: Editorial Canelas S.A. – Los Tiempos Newspaper

Date: 06/2005 - 10/2018

Responsibilities:

- Writing and editing the Trends section (interviews, articles, and reports)
- Fashion productions for the Fashion and Beauty section of OH! Magazine
- Responsible for all Sunday covers
- Led the successful transition from traditional to online journalism and branded content creation.

Position: General Editor of M de Mujer Magazine and Co-Editor of Click Supplement

Organization: Editorial Canelas S.A. - Los Tiempos Newspaper

Date: 12/2016 - 10/2018

Responsibilities:

- Writing articles, reports, and interviews for M de Mujer
- Conceptual cover production
- Significant contribution to the quality and relevance of editorial products.

Event Organization and Planning Participation:

- UPB Graduation Ceremonies 2019 - 2024
- Events for Yanbal and Natura
- Tropical Tours events in La Paz
- Andean Parliament Event
- ODESUR Games

Academic Background

- Bachelor's Degree in Social Communication - Universidad Católica Boliviana
- Master's in Marketing with a specialization in Branding (in progress: thesis pending)

Teaching and Training Workshops:

- Effective Communication in Hybrid Environments
- Introduction to AI Tools: Basic Skills for Undergraduate Applications
- Professor's Guide

- Pros and Cons of Implementing an Academic Integrity Policy
- Turnitin
- Classroom Motivation

Key Skills

- Brand Journalism (High-Value Content Creation for Brands and Businesses)
- Corporate Communication
- Communication Strategies
- University Teaching
- Specialization in Branding and Corporate Identity
- Internal Communication
- Corporate Events

Publications

- Co-author of the book *Desplegando Alas* (History of UPB's 30 Years)