



Alejandra Solett

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**PROFESSIONAL SUMMARY**

**A top-performing and results-driven entertainment professional** with 25 years of successful multicultural and international accomplishments. Pro-active, creative and forward-thinking with specialized expertise in marketing, brand positioning and image building. Experienced managing large and small teams to deliver award-winning and exemplary bottom line results. Highly organized, self-starter who is a polished communicator with superior rapport and relationship building skills. A strong work ethic and proven ability to handle complex assignments with diverse groups of individuals. Fluent in Spanish and English.

**AREAS OF EXPERTISE**

Multi-media orientation-Broadcasting: Satellite and Cable TV, internet and still image; extensive experience in Latin America, Europe and US Hispanic market. Profit and non-profit.

**KEY ATTRIBUTES**

- |   |                                 |
|---|---------------------------------|
| ★ Hands on skills.                                | ★ P & L Experience.             |
| ★ Ability to prioritize and multi-task.           | ★ Sales & Marketing Strategies. |
| ★ Multicultural solutions.                        | ★ Brand planning & execution.   |
| ★ Exceeds goals & expectations.                   | ★ Sales & Ratings Improvement.  |
| ★ Detail & Deadline Oriented.                     | ★ Flexibility to travel.        |
| ★ Superior rapport & relationship building skills | ★ Team player                   |

**TECHNOLOGY SKILLS**

- |  |                |                                       |
|--|----------------|---------------------------------------|
| ★ Mac and Window Platform.               | ★ Photoshop    | ★ Nikon SRL cameras,                  |
| ★ Power Point and Excel.                 | ★ InDesign and | Medium and large format.              |
| ★ Audio visual creatives' presentations. | Illustrator.   | ★ Professional studio photo lighting. |

**PROFESSIONAL HISTORY**

**Solett Photography:** Freelance, U.S.A, 2009-PRESENT.

Specializing in the production of fine art photography, production stills and portraits, fashion and editorial images. [www.solettphoto.com](http://www.solettphoto.com)

**Corporate Image Advisor:** Strategic advice and consultancy to brands, products and services.

**Non Profit :** 2007-2009.

Conceptualized and designed a five year strategic promotion plan for OTCA, the Amazon Cooperation Treaty. OCTA represents Amazonian countries' efforts to promote joint actions towards the harmonious development of the Amazon and preserve one of the richest indigenous cultures in the world. The plan includes a detailed media campaign, events organization, international funding plan, e-commerce, web sites, educational and tourist programs.

**Mobile Content:** Consultant, Active Media, UK, 11/05-3/06.

Helped devise strategic content initiatives and subscription programming verticals to support potential acquisition of a US mobile content company.

**Broadcast , Cable and Satellite Television.**

**THE WARNER CHANNEL (A TIME WARNER CO.) U.S. A. / VZLA. 9/1998 - 12/2004 - 6 YEARS**

**The Warner Channel. Senior VP & General Manager: 2001-2004.**

- ★ Responsible for all cable TV network operations in Latin America & Brazil.
- ★ Led staff of 90 with offices across the region.
- ★ Proven track record of innovation and profitability.
- ★ Created and managed relationships across functional teams and corporate hierarchies.
- ★ Transformed an underperforming children's channel into the highest rated pan-regional 18-34 target.
- ★ Warner Channel ratings significantly skyrocketed from #19 to #1 position in Latin America.
- ★ Dramatically increased advertising sales by more than 400%.
- ★ Cost reduction yielding cumulative budget savings of more than \$7 million.

**The Warner Channel. VP Programming & Production: 1998-2000.**

- ★ Renegotiated Studio programming licensing deals saving approximately \$1 million.
- ★ Developed a successful and powerful re-branding and image campaign
- ★ Directed the design, conceptualization and implementation (all done in-house)
- ★ Marketing and programming strategies that fueled higher rankings and ad sales growth.

**CISNEROS ORGANIZATION: 1/1984 - 9/1998 - 14 YEARS**

**Cisneros Television Group. Miami, USA. Director New Channel Development: 1997-1998.**

Creation and development of new cable TV and DTH outlets for Latin America and Europe. Established strategic initiatives in Spain, Mexico, Chile, Argentina, Brazil and Portugal.

**Venevision, Network TV. Caracas, Venezuela. Advertising Manager: 1994-1997.**

Managed the corporate image design and development. Responsibilities included programming promotion strategies, new programming launches, branding campaigns, upfront sales events and creative proposals for the Network.

**Venevision. Caracas, Vzla / Miami, USA. Director of Univision Network for Venevision: 1992-1994.**

Key role in the strategic programming alliance between Latin America's two leading Free-TV networks in conjunction with their equity interest in Univision. In charge of programming acquisitions and programming schedules from Venevision to Univision. Directed talent exchange projects, co-productions and promoted culture crossovers Televisa, Mexico, Venevision, Venezuela and Univision, USA.

**Venevision, Network TV. Caracas, Venezuela. Miss Venezuela Co-producer: 1990,1991, 1992.**

Supervision and coordination of a 500 person staff of the most important annual live TV event produced in Venezuela aired to Latin America, U.S. Hispanic, European and Asian markets.

**Venevision, Network TV. Caracas, Venezuela. Television Producer: 1/1984-1994.**

Entertainment TV Series, children' shows, TV movies and musical specials; co-produced music shows, beauty pageants and variety shows; hosted variety micro-shows with Tourism, Cultural and Show Business themes.

**EDUCATION**

- ★ **Major Marketing Degree.** *New Professions University. 1978-1981, Caracas, venezuela.*
- ★ **English as a Second Language.** *1981. UCLA. California University. Los Angeles, CA. U.S.A.*
- ★ **Audiovisual Techniques & Photography.** *1982-1983. Brooks Institute. Santa Barbara, CA. U.S.A.*
- ★ **Total Quality Management** *1985-1986. Cisneros Organization. Caracas, Venezuela.*
- ★ **TV Production.** *1986-1987. Camara de Radio & TV. Caracas, Venezuela.*
- ★ **Advance English Academic Writing, Reading and Grammar.** *2010. Hunter College. New York, NY.*