

Trilce Estrada Olvera

Multimedia Communications Specialist

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Education

Master of Mass Communication

2022-2023

Arizona State University (ASU), Walter Cronkite School of Journalism and Mass Communication

BA in Social Communication

2009-2014

Concentration Area: Communication Strategies for Social Marketing

Autonomous Metropolitan University (UAM), Mexico City

Professional Experience

Environment Journalist

2024

The Arizona Republic and azcentral.com (USA Today network)

- Led in-depth investigations on environmental and social justice issues, particularly the effects of extractivism on Indigenous lands and climate change. I secured five front-page features in one year.
- Conducted interviews with government officials, Indigenous leaders, activists, and scientists, translating complex topics into accessible narratives for broad audiences.
- Wrote and edited impactful stories and produced multimedia content for print publications, the azcentral digital website, newsletters, and social media platforms.
- Uploaded and managed social media content, growing engagement and subscribers.

Audiovisual Journalist

2023

Carnegie-Knight News21

- Investigated the impacts of abortion rights repeal and reproductive freedom across the United States.
- Produced photo and video documentaries for multimedia articles published in international media outlets.
- Coordinated field reporting nationwide to cover feminist protests and interview policymakers, religious and business leaders, civil rights defenders, and medical professionals.
- Served as Spanish editor for bilingual content, ensuring cultural and linguistic accuracy for Hispanic audiences.

Research Assistant

2022-2023

Robert Wood Johnson Foundation Southwest Health Reporting Initiative (ASU)

- Interviewed female and transgender community leaders to position their voices as agents of change.
- Wrote bilingual reports in English and Spanish about health disparities affecting vulnerable populations in the southwest of the United States.
- Led media monitoring and provided regular updates and analysis on relevant health news coverage.
- Published a monthly newsletter with highlights on health and equity issues.

Assistant Director of Social Communication

2019-2021

Mexican Ministry of Health

- Led the audiovisual production team of seven people to create institutional multimedia campaigns showcased in presidential press conferences.
- Developed and managed strategic communication initiatives to promote public health policies, ensuring brand consistency and clear messaging across platforms.
- Supervised content uploaded to social media platforms and the official website in coordination with other teams.
- Strengthened community engagement strategies, collaborating with government agencies, the United Nations, and civil society organizations to enhance outreach.

Content Creator

2017-2019

Audio Acoustics and Electronics (Audio Acustica y Electronica)

- Designed and implemented branding multimedia campaigns across digital and print platforms.
- Managed social media strategy and content development, increasing engagement and subscribers.
- Organized and executed outreach events to strengthen brand visibility and audience connection.

Creative Copywriter

2015-2016

Pfizer / In-House Advertising Agency (Pfizer INK)

- Composed compelling copies for regional and global campaigns, collaborating with teams across international branches to ensure creative alignment.
- Proofread and refined specialized medical content in English and Spanish, ensuring accuracy, clarity, and accessibility for diverse audiences.
- Developed creative concepts for advertising and corporate communication campaigns, supporting strategic initiatives.

Production and Direction Manager

2014-2015

Dubbing, Audio & Translation (DAT Doblaje)

- Coordinated projects and work plans with international clients like HBO and Netflix on a daily basis.
- Led the company's public relations strategy.
- Supervised content management for social media.

Production Assistant

2013

Mexican Institute of Radio Broadcasting (IMER)

- Assisted in project management, producing and directing science, nutrition, music, and entertainment radio shows and podcasts.
- Edited and post-produced the recorded programs.

Grants and Awards

- 2024 - Grand Prize in Journalism by Robert F. Kennedy Human Rights
- 2024 - Society of Professional Journalists Mark of Excellence Award
- 2024 - Gold and Silver Telly Awards
- 2023 - Rocky Mountain Emmy Student Production Award
- 2023 - Howard G. Buffett Foundation Fellowship
- 2023 - Outstanding Graduate Student from Arizona State University
- 2022/2023 - Robert Wood Johnson Foundation Health Reporting Fellowship
- 2022 - Bright Futures to Bright Minds Scholarship from IME Becas

Languages

- Spanish - Native Speaker
- English - Full professional proficiency
- French - Basic

Skills

- Community engagement and management
- Proficient in independent and team collaboration
- Detail-oriented with multitasking abilities
- Expertise in virtual and remote work environments
- Technologically proficient and continuously upgrading
- Initiative and strategic goal alignment
- Organizational and time-management

Software

- Adobe Creative Suite
- Canva
- Microsoft Suite
- CRMs like Zoho and Monday
- Wordpress