

MARIA LAURA
QUINTERO

ENTERTAINMENT JOURNALIST & BRAND STRATEGIST

MIAMI, FL

CONTACT

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PROFILE

Entertainment journalist, brand strategist, and digital media producer specializing in the music and entertainment industry. I develop branding strategies, marketing plans, and high-impact digital content. I am also the Editor-In-Chief and host at The Experience, where I conduct interviews, industry analysis, and event coverage. With over 50 conceptualized projects, including successful podcasts and brand initiatives, my work has reached millions of views and thousands of subscribers. Passionate about storytelling, I build authentic brands and create meaningful connections between artists, brands, and audiences.

EDUCATION

2017 - 2021

Licenciatura en Periodismo

Universidad de Palermo
Buenos Aires, Argentina

2015 - 2015

Foundation Certificate in Media and Communications.

Bournemouth University
International College
Bournemouth, England

LANGUAGES

Spanish
Native

English
Biilingual

2012-2013, Kaplan International Center Westwood.
Level: Proficiency.
Los Ángeles. California, USA

EXPERIENCE

2022 - Present

Trendy Experience
The Experience
Trendy Education

Project Manager | Host & Editor-In-Chief

Lead branding strategies, marketing plans, and content production. Oversee The Experience, conducting interviews, industry analysis, and event coverage. Teach branding and marketing strategies through online classes, live sessions, and mentorship programs for Trendy Education

2018 - 2023
Chicas Guapas TV

Digital Editor | Host

- ·Wrote articles and interviews, creating branded content for Mido Watches, Seiko, Coach, Sisley, and more.
- Managed monthly content calendars for the website and social media platforms.
- Covered events in Argentina and Miami, providing media recaps and interviews.
- Led community management efforts, enhancing audience engagement.
- Hosted and conducted interviews for Chicas Guapas on América T.V., featuring personalities from film, music, and television.

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COURSES

- *2025 - Top Speaker Premium program (Online, Miami, FL)*
- *2020 – Bootcamp Express: Aprende a hablar para conectar | Voces de Marca + Bootcamp Vero (Online, Miami, FL)*
- *2020 – Bootcamp Express: Facebook Ads | Bootcamp Vero (Online, Miami, FL)*
- *2020 – Cree y Crea tu Contenido | Bootcamp Vero (Online, Miami, FL)*
- *2019 – Introduction to Digital Marketing | Educación IT (Buenos Aires, Argentina)*
- *2017 – Comprehensive Artistic Training Course | Multitalent Academia (Buenos Aires, Argentina)*
- *2017 – Post-Conflict Journalism: The Case of Colombia | Universidad de Palermo (in collaboration with UNESCO, ADEPA & Unión Sudamericana de Corresponsales) (Buenos Aires, Argentina)*
- *2014 – Voice Acting & Neutral Accent Workshop | Voces de Marca, La Universidad de la Voz (Maracaibo, Venezuela)*

EXPERIENCE

2020 - 2022
Bootcamp Vero Ruiz del Vizo

Content Manager – BootcampVero & DAR Learning

- Created digital content for Bootcamp Vero and DAR Learning across various formats.
- Developed strategic communication plans for promoting BootcampVero's products.
- Collaborated with the Communications Lead to craft campaign documents, identifying insights to exceed expected results.
- Managed content publication and social media engagement, including community management and active listening.
- Analyzed content performance and developed reports to optimize strategies.
- Organized and maintained the content calendar.

Boot Trainer | Academic Coordinator | Instagrammer Guide

- Supported over 360 entrepreneurs by guiding them through the development of personalized strategic communication for their Instagram accounts using Vero Ruiz del Vizo's methodology.
- Provided assistance with platform tools, offering guidance based on individual projects.
- Led the creation of business campaign documents in collaboration with IESA Business School for Level 3 students.
- Served as a guide for "Antes de los 30," an educational experience in partnership with DAR Learning and Bootcamp Vero.
- Acted as the Academic Coordinator for Level 1, leading a team of over 30 Instagram guides and overseeing their successful development.
- Served as Boot Trainer for "It's Ok Boomer," an educational experience focused on teaching digital communication from scratch.

2021 - 2021
Universidad del Norte Colombia

Guest Lecturer

- Invited as a guest lecturer for the Diploma in Social Media Management and Content Marketing.
- Delivered 10 academic hours for Module 2: Content Design and Copywriting for Social Media.