

**RODOLFO PEREIRA**

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<https://bit.ly/m/RodoPereira>

## **SUMMARY**

Dynamic and accomplished communications professional with extensive experience in digital diplomacy, corporate communications, media relations, language instruction, and public relations. Proven track record of developing and executing integrated communication strategies across various platforms. Skilled in fostering relationships with international press offices and government entities. Bilingual in English and Spanish with conversational knowledge of Portuguese. Recognized award-winning filmmaker and writer.

## **WORK EXPERIENCE**

**October Films | Baltimore, MD | *Director* | 01/2023 – Current**

- Film project design and financial strategy development.
- Responsible for script development, implementing production plans and scheduling, and overseeing post-production processes.

**State Department | Foreign Service Institute | Arlington, VA | *Language & Cultural Instructor* | 11/2023 – 07/24**

- Delivering high-quality Spanish language instruction to U.S. government employees, particularly those in the Foreign Service, to help them achieve proficiency levels necessary for their roles.
- Incorporating cultural components into language instruction to enhance students' understanding of the Spanish-speaking world, which is crucial for effective communication and diplomatic relations.
- Equipping government personnel with the language skills and cultural knowledge essential for their diplomatic missions and international assignments.

**Montgomery County Public Schools | Montgomery County, MD | *Senior Translator* | 06/2023 – Current**

- Providing accurate and timely written translations of a wide range of documents, including educational materials, school policies, notices, forms, and other official communications, from English to Spanish and vice versa.
- Facilitating effective communication between the school district and Spanish-speaking students, families, and the community.

**Embassy of Peru to the U.S.A. | Washington, DC | *Head of the Department of Digital Diplomacy and Press Counselor* | 08/2011 – 01/2023**

- Spearheaded creating, developing, and implementing diverse digital diplomacy practices and integrated communication strategies across multiple platforms and tools.
- Served as Spokesperson for the embassy and Press Advisor, overseeing corporate identity and brand dissemination for Peru.
- Maintained daily interaction with press offices of the Governments of Peru and the United States, as well as the U.S. Congress.

**Answers Media | Chicago, IL | *Consultant* | Corporate Communications | 8/2009 - 2/2010**

- Conducted research and presented business proposals to Latin American clients to adopt new media convergence strategies.

**World Bank Group | Washington, DC | *Consultant* | External Relations and Corporate Communication | 12/2008 - 7/2009**

- Developed and implemented new communication strategies to reach global audiences and partners of the Bank.
- Launched a successful Latin American media campaign to disseminate the "Development and Growth with Less Carbon" publication in multiple countries.

**Media Links | Los Angeles, CA | *Senior Specialist in Public Relations and Media Relations* | 9/2007 - 11/2008**

- Led a comprehensive communication plan for Los Angeles County and the University of Southern California Medical Center (L.A.C. + U.S.C.) in Los Angeles.
- Provided strategic communication plans and executed media plans to enhance the client's corporate image among external and internal audiences.

**Media Relations and Advisor | Various Organizations | 1/2007 - 12/2007**

- Provided media relations and advisory services to several organizations, including the Government of Argentina, the Pan-American Health Organization, and Human Rights Watch.

**Embassy of Peru to the U.S. | Washington, DC | *Press Counselor* | 7/2003 - 12/2006**

- Produced the embassy's daily digital newsletter, reaching an international audience of 30,000 subscribers.
- Developed, researched, planned, wrote, and produced content for the official bilingual website of the Embassy of Peru, receiving over 1 million visits per month.

**Presidency of Peru** | Government Palace | Lima, Peru | **Press Secretary to the President of Peru**  
| 09/2002- 6/2003

- Directed and executed communication strategies, shaping the Government's image and public policies concerning media strategies.
- Raised President Toledo's approval ratings from 9% to 32%.

**Embassy of Peru to the U.S.** | Washington, DC | **Press Counselor** | 11/2001 - 9/2002

- Strengthened the external profile of the embassy and contributed to achieving the strategic plan's goals for the Peruvian Foreign Ministry.

**Viajo.Com.** | Miami, FL | **Content Director** | 2/2000 – 4/ 2001

- Researched, developed, edited, and produced content for the travel website's U.S. Hispanic and Latin American segment, increasing registered users significantly.

**Latin American Pay Television (LAPTV)** | Miami, FL | **Editorial Director and Copy Editor** | 1997-1999

- Supervised the editorial content for the leading Latin American film channel broadcast in 18 Latin American countries.

**CNN Spanish** | Atlanta, GA | **Senior Copy Editor** | 1995-1996

- Supervised the scripts of the world correspondents in CNN's Spanish service.

## FILMOGRAPHY

2016 - 2022    Script and project development for the feature film *Curfew*. I was invited in 2000 to the Sundance Institute Script Workshop to develop this film project.

<https://bit.ly/TeaserCurfew>

1987 - 1982    Wrote, directed, and edited:

- Documentary Film      **El Primer Salto.** 15'; 16 mm; color; 1987
- Documentary Film      **El Carnaval de Cajamarca.** 15'; 16 mm; color; 1986

- Music Video **Desaparecidos** 7', 3 /4; video; 1986
- Fiction Short Film **El Rey de las Azoteas**. 15'; 16 mm; color; 1985
- Fiction Short Film **Taxi** 10'; 16 mm; colour; 1984
- Documentary Film **Tierra Roja** 15'; 16 mm; B/W; 1983
- Documentary Film **Creación Heroica**. 15'; 16 mm; B/W; 1983

## AWARDS

### 1) FILM AWARDS:

#### ***Curfew:***

- First prize in the National Fiction Feature Films Competition of the Ministry of Culture of Peru; 2016
- Sixteen international screenplay awards, mainly in the U.S.  
[Curfew Pitch Deck](#)

#### ***Desaparecidos:***

- Special exhibition at the II Festival of Film and Video in Rio de Janeiro, Brazil, 1986
- Selected to participate in the INPUT'88 Conference, Philadelphia, U.S.A.; 1988.
- Awarded Best VIDEO at the I FESTIVAL NACIONAL DE VIDEO, Peru, 1986.  
<https://vimeo.com/6806210>

#### ***El Rey de las Azoteas:***

- Best Film Award at the I NATIONAL FILM FESTIVAL sponsored by the Asociación de Cineastas del Perú; 1985.  
<https://vimeo.com/7107918>

#### ***Taxi:***

- Critics' Choice Award, II NATIONAL FILM FESTIVAL sponsored by the Asociación de Cineastas del Perú; 1986.  
<https://vimeo.com/7108574>

#### ***Tierra Roja:***

- Awarded with Honorable Mention by the AMAZONIC FILM FESTIVAL, Iquitos, PERU, 1984.

#### ***Creación Heroica:***

- Awarded the third prize of the IV NATIONAL FILM FESTIVAL, sponsored by the Tele-education Center of the Catholic University: PERU, 1983.

### 2) JOURNALISM AWARDS:

- **FIRST PRIZE** of the National Association of Hispanic Publications, in its Sixth Edition of

Annual Hispanic Press Awards, for Best Report on Latin America - Cultural Category; U.S.A., 1994.

- **MENTION OF HONOR** Award from the National Association of Hispanic Publications, in its Sixth Edition of Annual Hispanic Press Awards, for Best Report on Latin America - Political / Economic Category; U.S.A., 1994.
- **MENTION OF HONOR** Award from the National Association of Hispanic Publications, in its Sixth Annual Hispanic Press Awards, for Best Report on Latin America - Cultural Category; U.S., 1993.

### 3) LITERATURE AWARDS:

- Awarded **Best Short Story** in the Annual Literary Contest "El Cuento de las Mil Palabras," sponsored by the Peruvian magazine CARETAS (1997).
- Awarded **Best Short Story** in the Annual Literary Contest "El Cuento de las Mil Palabras," sponsored by the Peruvian magazine CARETAS (1992).
- Awarded **Best Short Story** in the Annual Literary Contest of the Catholic University of Peru (1972, 1973, 1974).
- Awarded **Best Short Story** in the International Literary Contest "José María Arguedas," sponsored by the Argentinean publishing house Ateneo (1971).

## BOOKS

- **"Insomnia, Chronicles of Power and Other Stories"** (ISBN 1448642701). Available on Amazon (Paperback) and Kindle Edition.
- **"Digital Sparkles"** (Anthology) Included in Anthology of Peruvian Writers in the U.S. Hostos Community College of New York, pp 260-263

## EDUCATION

- B.A. Communication Studies | University of Maryland, Washington DC | 2011
- MIS International Service (In Progress) | American University of Washington, DC
- B.A. Social Sciences | Catholic University of Lima, Peru | 1972-1976
- MSS Social Science | Catholic University of Lima, Peru | 1976-1978

## OTHER SKILLS

- Bilingual: Fluent in verbal and written communication in Spanish and English.
- Conversational knowledge of Portuguese.
- Website production and political campaign experience.
- Digital editing skills in different platforms, such as iMovie, Adobe Premiere, etc.
- Highly competent in the Mac OS X system and all its related applications.

## **ATTENDANCE AT WORLD CONFERENCES**

- 2002 Asia-Pacific Economic Cooperation (APEC), Mexico, Los Cabos, 10th APEC Economic Leaders Meeting
- World Economic Forum 2003 in Davos, Switzerland, Meeting on Global Governance
- U.S. Annual Promax Conference in Los Angeles (June 1997) and Chicago (June 1998)

## **DECORATIONS**

- Order Gregorio Paz Soldán | Foreign Affairs Ministry of Peru | 2015
- Al Merito della Repubblica Order | Government of Italy | 2004