

Nicia Ivonne Fernández Grijalva



PERSONAL INFORMATION

Date of birth: June 29th, 1984
Telephone: +46 076 4041741
Location: Stockholm, SE
Interests: Creative communication, sustainability, event and project management, market research, branding, public relations.

Company experience

Jobbspranget

Advance internships

2022

Worked for Reeler Tech and Homer app startups in strategic marketing. More info on: <https://www.linkedin.com/in/niciafernandez/>

Volvo CE

Digital Marketing Project Manager

2018 – 2019:

Multinational company in the construction equipment sector (Eskilstuna, SE): Covering 1 Yr parental leave. Plan, develop and delivers projects for Brand and Marketing Communication department about Web UX & SEO at Global, EMEA, APAC and American regions.

Achievements: Collaborates in the tonality guideline for the “Pump it up” campaign landing page. Facilitate workshops to measure performance.

VINTE

Marketing Coordinator

2011 – 2012:

National company in the construction and Real Estate sector (Mexico City, Mx): Plan on budget, Inhouse brand management and communication, Coordinates national campaigns statistical results. In charge of Graphic Design Team and digital marketing.

Achievements: Implementation of call center and new Web UX.

Public Sector

Cultural Events Coordinator

2009 – 2011:

DGEyC City Council's Education and Culture department (Cd. Juárez, Mx): Plan, develops, promotes, and coordinates festivals and cultural events for the city. Website development and social media implementation (Facebook, Twitter) Official spokesperson for the promotion of the events in TV and live radio spots. **Achievements:** coordinates the research and recovery of public family areas to reduce violence in the city / Earn funds for Cd Juarez 100th Historic Battle and cultural festivals / Implementation of social media.

ICHICULT Chihuahua State Culture Institute. Massive Events Assistant (2009): Backstage logistics and Eng-Esp translator for Chihuahua's International Festival **Achievements:** coordinates a team within six departments altogether with suppliers, binationally (MEX-USA)

Entrepreneur experience

AliviaCorp

Co-founder

2019-present

Mental health and wellbeing online platform for HR (Chihuahua, Mx): Coordinates planning and development of the platform based on NOM035 law. SEO, Web design and content. Currently paused.

Hostal 697

Owner & Manager

2013 – 2016:

Start-up company in tourism and hospitality sector (Cd. Juárez, Mx): General business management: maintenance, marketing, finance, project development, strategic planning, people management, tourism, paid social media, SEO, web content and analysis. **Achievements:** P.R. With universities and elementary schools for local historic cultural tours / Official host for the International Women's Graffiti Festival / Trip Advisor Bronze Diploma for Sustainability.

Other/ Past experiences

Other agencies: (2016) Watermark United. Marketing Director (6 months as support).
(2008-2009) Evalúeserve. Market Research Analyst. (Gurgaon, India)
(2008) S-Mart Supercenter. Copy-writer.
(2006-2008) Estrategga S.C. Marketing Executive.

Teaching experience: (2019) Universidad Tec Milenio. Marketing Professor –hybrid (zoom)
(2016) Esc. Prim. Fed. Luis Ramirez. Language Professor
(2010) Escuela de Ciencias Paramédicas. Business Professor
(2010) Universidad Autónoma de Chihuahua. Language Professor

Artistic experience: The candidate has alternate experience in filming, acting and photography. This may translate into script, design and storytelling knowledge. If interested, please request her artistic CV. Portfolio on Instagram @bynitzibon and www.nitzibon.com

Studies

Universities

2022 – PRESENT: MA The Art of Impact (in film and media) (120 p)

Stockholm University of the Arts, Stockholm, Sweden.

2016 – 2017: MA Tourism and sustainability (60 p)

Linnaeus University, Kalmar, Sweden.

*(ESN) Erasmus social network, social committee member

2011 – 2012: Postgraduate in Political culture and cultural management (60 p)

(UAM) Universidad Autónoma Metropolitana, México City, Mx

*Specialization in Cultural Heritage and Tourism; and Cultural Enterprise Management

2002 – 2006: BA Marketing (300 p) (honors)

(ITESM) Instituto Tecnológico y de Estudios Superiores de Monterrey, Cd. Juárez, Mx

*2004 Summer Exchange. Universidad de Burgos, Spain.

SALEM Alumni Society Member - Shortcut films club president – Theater Co. member

Courses

2022 Storytelling. NasDaily

Content Strategy. HubSpot

2021 Documentary film Diploma. IMCINE

Documentary photography. Mejores Fotos. ICHICULT

2020 Documentary film. Polos Virtuales. IMCINE. ICHICULT

2018 Storytelling. EDx

Project Management EDx

Leadership EDx

2014 Entrepreneurship. University of Maryland. Coursera.org

Artifacts Creation in Society. University of Pennsylvania.

Coursera.org

2012 Digital Marketing. VINTE

2004 Competitive Advantages of Innovation. Universidad de Burgos

Enterprise, Marketing and Finance. Universidad de Burgos

2002 Leadership Seminar. ITESM

1999 Leadership, trust and service. International Rotary Club

Languages: Spanish and English (fluent), Swedish (B1).

Licenses: Mexican driver's license for automobile and motorcycle

Programs: CRMs, Office, online design/editing programs (including Adobe)

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Artistic CV Resume

Nicia Fernández discovers theater in 1994 when she was 10 years old purely by accident, after her mother made her and her sister choose an activity while she was taking cooking classes at Casa de la Asegurada in Cd. Juárez, Mex. She starred Charle's Perrault play "Tom Thumb".

In 1999 entered the theater workshop of Tec de Monterrey, Campus Juárez and became a member of the Theatre Company in 2001 and until 2009 with Cesar Cabrera as Director. Some of her contributions are: Moliere's "Wise Women" presented in XXV Festival de Teatro de la Ciudad, Elena Garro's "La Señora en su balcón" presented in XV Feria Nacional de Teatro entre Campus, in Querétaro.

Parallely, she learned to sing and to dance salsa, tango, jazz and hawaiian. She funded the Short Cut film in Tec de Monterrey and cooperates as a producer and actress with Colectivo Vagon and Autumn Leave Films.

In 2014-2015 she makes a brief comeback to theatre with "Ornitorrico" written and directed by Blas Garcia Robles and representing the UACJ Universidad Autonoma de Ciudad Juárez in the Festival de la Universidad de Durango.

By the end of 2019 takes a Meisner workshop with Tulio Villavicencio in Escena 7 which led to training improvisation and presenting "Scary Impro" online by La Ralph Academy in 2020.

In 2021 earns a grant to study a diploma in documentary film with IMCINE (Mexican Film Institute) and documentary photography course with ICHICULT.

In 2022 she studies a MA in the Art of Impact in the department of film in media at the Stockholm University of the Arts. In 2023 she is also granted access to the Impact photography course by ICHICULT.



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Sweden.



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[Portafolio al 2010](#)
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Curso Fotografía de Impacto por ICHICULT, CJS 2023

MA Art of impact, UNIARTS, SE 2022-2024



Curso Fotografía documental por ICHICULT, CJS 2021

Diploma filme documental por IMCINE, CJS 2020-2021

Compañía de teatro de Tec de Monterrey, CJS 2001-2009

Taller de cortometrajes Principio y Fin, Mediateca Municipal, CHI 2003

Taller de teatro de Tec de Monterrey, CJS 1999-2001

Taller de teatro de Casa de la Asegurada, CJS, 1994-1995

Obras de teatro

“Christmas Impro” by La Ralph Academy. 2022.

“Scary Impro” online show by La Ralph Academy. 2020.

“El Ornitorrinco” escrita y dirigida por Blas Garcia Flores. [Teatro Gracia Pasquel](#), CCU, Juárez 2014 / Festival de la Universidad de Durango, Durango 2015. Personaje: Silvia, compañera de cuarto, lesbiana.

“Secretos revelados en una tarde de primavera” escrita y dirigida por Juan Manuel Fernández. Colectivo Vagón. [Cafebrería S&L, Juárez](#) 2010. Personaje: Ana, la hija rebelde.

“Las Sabihondas” de Moliere dirigida por César Cabrera. Teatro Octavio Trías, CCPN, XXV Teatro de la Ciudad, Juárez 2008. Personaje: Filaminta, esposa de Crisalio y sabihonda.

“Los Intereses Creados” por Jacinto Benavente dirigida por César Cabrera. ITESM Juárez, XXIV Festival de Teatro de la Ciudad, 2006. Personaje: Sra. Polichinela, la esposa del villano.

Homenaje a Juan Gabriel por Alejandro Carrera Luna, Lectores dirigidos por César Cabrera y dirección general por Judith Soto. ITESM Ciudad Juárez, 2003. Arte en el parque, Cd. Juárez, 2004. Lector de: Sra. Victoria, Mamá de Juan Gabriel, Presentador 3 y empleado de hotel.

“La señora en su balcón” de Elena Garro dirigida por César Cabrera. Teatro IMSS, XV Festival Nacional de Teatro Intercampus, Querétaro 2003. Personaje: Clarita, la niña que quiere encontrar la Cd. Nínive.

“El amor existe”. Dirigida por Armando Dávila. ITESM Juárez 2000. Personaje: Sylvia Barbarilla Noemí López del Monte y Barraza Fernández, la niña “bien” de la familia.

“Cómo escribir una adolescencia” de Flavio González Mello dirigida por Armando Dávila. ITESM Juárez 2000. Personajes: periodiquero, operador-máquina que se descompone, fan que le rompe una pierna a su artista favorito.

“Una pastorela más” escrita y dirigida por Armando Dávila. Teatro Gracia Pasquel, CCU. 2do. Lugar en Concurso de Pastorelas de Alborde Teatro, Juárez, 1999. Personaje: Caosilio, el demonio de la envidia.

“Un día normal” escrito y dirigido por Yhali López. Esc. Sec. Téc. No. 33 1997. Personaje: Bertha, la sirvienta chismosa y ladrona.

“Pulgarcito” de Charles Perrault. Hospital General cd. Juárez, 1995, Teatro de la Nación 1995. Personaje: Pulgarcito, el más pequeño de 6 hermanos.

Filmografía

“Alas de Hierro” video musical The Chamanas. Autumn Leave Films. [Min 1.50](#) (2015)

“Salgamos de aquí” video musical San Pascualito Rey. Paco Ibarra. [Cliente](#) (2010)

“5 pesos” Comercial Wendys CJS. Felix & Anaya. [Pay](#) (2011)

“Lost Mexico” documental de Nicia Ivonne Fernández Grijalva. Finalista de [Travel Documentary Scholarship](#) 2010 por World Nomads y National Geographic. (2010)

“Backyard” película de Carlos Carrera. Personaje: trabajador de maquila que baja de autobús (2009)

“La Visita” cortometraje de Fabiola Goríbar. II Cuarteto de Cortometrajes de Autumn Leave Films, Teatro Octavio Trías, CCPN, Juárez. Personaje: Sofía, trabajadora social, co-protagonista (2010)

“Guardia de Hierro” cortometraje de Daniel Canseco. Autumn Leave Films. Personaje: Narrador (2007)

“Razo” cortometraje de Julio Abad. Autumn Leave Films. 2do. Lugar al mejor cortometraje en el Festival de Cine Binacional en el Chamizal. Personaje: Mujer, co-protagonista (2008)

“13 de Octubre” cortometraje de Daniel Canseco y Julio Abad. Autumn Leave Films. II Festival de cortometrajes en Chihuahua. Personaje: Mujer, co-protagonista (2007)

“De salida”. cortometraje de Paco Ibarra. Feria Expo-Jóven Cd Juárez. Personaje: Amiga de Sonia (2006)

“Dulces Sueños” cortometraje de Mayela Sánchez Maycotte. I Concurso de cortometrajes en ITESM. Personaje: Hada triturada (2004)

“La que vuela” cortometraje de Alejandro Ramírez. Principio y Fin. Logística de transporte (2003)

“El secreto” medimetraje de Nicia Ivonne Fernández Grijalva. Personaje: Estefanía, hija de protagonista (1998)