

EVEREST LANDA, PHD (C)

CREATIVE DIRECTOR &
NARRATIVE STRATEGIST

+5255 5470 7344

hola@everestlanda.com

Mexico City, Mexico

www.everestlanda.com/en

PROFILE

Bilingual creative director, writer, and narrative strategist with 20+ years of experience developing emotional storytelling across live events, nonfiction media, institutional communication, and branded content.

My work focuses on transforming complex ideas into audience-centered narrative experiences through creative direction, story architecture, and cross-cultural storytelling informed by intercultural, migration, and DEI perspectives connecting Latin American and US contexts.

WORK EXPERIENCE

2007 - PRESENT

LARGE-SCALE LIVE EVENTS

Creative Director, Narrative Strategist & Writer

- Collaborated with major live event production companies in Mexico, including Live Events by OCESA, developing emotional storytelling systems for corporate, governmental, and hybrid experiences. Responsibilities included: creative direction, narrative architecture, speechwriting, experiential storytelling, audiovisual content development, audience engagement strategy.
- Selected collaborations include projects for: Coca-Cola, General Motors, Johnson & Johnson, and Mexican governmental institutions.

2008 - 2022

Mexican Public TV Networks

Head Writer, TV Writer

- Developed and led nonfiction television projects, including educational, scientific, and cultural programming, overseeing narrative development, multidisciplinary teams, scripted content, and audience-centered communication strategies for public television networks in Mexico.

EDUCATION

UNAM

- Ph.D. candidate in Social and Political Sciences

UNIVERSITY OF TORONTO

- Visiting Scholar

UNAM

- MFA in Mexico-United States Studies

CALIFORNIA STATE UNIVERSITY, NORTHRIDGE

- Cinema Production Workshop

SKILLS

- Creative Direction
- Strategic Storytelling
- Nonfiction Media
- Documentary Development
- Experiential Narratives
- Cross-Cultural Communication
- Brand Storytelling

AWARDS

- IMCINE Screenwriting Grant – Documentary Development (2016)
- IMCINE Screenwriting Grant – Fiction Feature Development (2014)
- Selected for Talent Campus Guadalajara / Berlin International Film Festival (2013)

LANGUAGES

- Spanish
- English
- French (intermediate)