

# EVEREST LANDA

Creativity/Narrative/Writing Director

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## ABOUT ME

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I am a creativity and writing director with 15+ years of experience in TV, cinema, radio and live events for corporate and governmental organizations. My leadership and emotional skills allow me to boost the team's creative talent.

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## WORK EXPERIENCE

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Freelance

Live Events | 2007 – Up-to-date

- I collaborate with the largest live events production companies in Mexico. With them, I contribute to the experiences design with creativity, screenwriting, speech writing, and production content services for corporate and governmental shows, both face-to-face and virtual formats.

Saberes Digitales (TV Program) | January 2021 – June 2021

- I developed a production proposal which offered educational tech topics in a youthful style.
- I recruited and coordinated four writers and one researcher to write 72 scripts.

TV UNAM

No memes (TV Program) | February 2019 – March 2022

- I co-created a production proposal for an irreverent and scientific TV program.
- I wrote 100+ TV scripts with a multidisciplinary production team.

Canal 22

Promotional content | 2008 – 2011

- I wrote TV spots to promote the TV channel content.
- I designed and ran cultural campaigns.

UNAM

Professor | 2014 – Up-to-date

- I teach screenwriting courses in the Communication and Spanish Studies Bachelor Programs.
- I teach narrative analysis of cinema in “Intertexts, inter-genre and intermedialities” Seminar.

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## **EDUCATION**

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- Master degree in Mexico-United States Studies, UNAM.
- Visitant Master Student, University of Toronto.
- Cinema Production Workshop, California State University, Northridge.
- Other courses: Transmedia Storytelling, USNW Sydney. Exercising Leadership, HarvardX. Creative writing, INBA México.
- Bachelor’s degree in Communication, UNAM.

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## **AWARDS**

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- Grand to Cinematographic Creators at IMCINE, 2014.
- Talent Campus Guadalajara 2013, Screenwriter Selected, by Berlin International Film Festival.
- Honorific mention in Poetry at Punto de Partida magazine, UNAM.
- First place in Tale category in Inter-high school competition UNAM, 2001.