



Luciana Bruzzo Iraola Curriculum



LUCIANA BRUZZO IRAOLA

Tel: +34 634709360
Argentina
lucianabruzzo@gmail.com

ABOUT

Professional experience in cultural sector, media, communications and law. Excellent research and writing skills. The perspective that gave me the Master's Degree in Social Anthropology made me reorient my professional path into the research of the cultural heritage, its legal protection and its institutionalized expression in museums, memory places, monuments, etc., but basically led me to think the cultural heritage as a tool for the social transformation. From this point of view, my focus is center in the endogenous development articulated with public and private organizations heritage promoter, with the aim of generating through heritage construction: territorial sense of belonging, social cohesion and vindication of the local identities that converge in that common territory. This is how I reoriented my profession towards the participatory management of heritage, integrating the different disciplinary perspectives in which I was trained (law, marketing, anthropology and cultural heritage). I speak Spanish, Upper Intermediate English and Chinese.

STUDIES

2019 –2020: Master's Degree in Evaluation and Management of Cultural Heritage, University of Salamanca (USAL). TFM: "*Living Memory 3.0*". Digital Humanities Project in order to enhance the value of the collective memory of the Castilla and Leon migrants in Argentina.

2015-2019: Master's Degree in Social Anthropology Social (with a duration of four years), National University of the Center of Buenos Aires Province (UNICEN), Olavarría. Thesis: "*Recuerdos del Gavilán*" *The role of the collective memory in the heritage activation of a small rural town in Coronel Pringles territory, Buenos Aires Province*"¹

2018: Lab in Museum Management, Theory and Arts Practice (TyPA), Buenos Aires.

2006: Postgraduate Course in Marketing Management, Universitat Oberta de Catalunya (UOC), Barcelona.

1995-2000: Lawyer, University of Buenos Aires (UBA), Buenos Aires. Specialization in International Public Law.

RELEVANT PROFESIONAL EXPERIENCE IN CULTURAL SECTOR AND MUSEUMS

Saint Mary La Real of the Historic Heritage Foundation, Valladolid, Spain
Master's Degree Internship. Project Management Area
April 2020- July 2020

Research related with participatory heritage projects implemented in Europe and Latin-America which contain as fundamental axis the social transformation, the generation of belonging to the territory and the claim of identities.

Museums Area depending of the Cultural Secretary Office of the Local Council of Coronel Pringles, Province de Buenos Aires, Argentina
Heritage Collections Management, Legal Consultant
December 2017 – August 2019

Development of tasks for the restructuring Project of the Museums of Coronel Pringles City. Legal Consultancy. Heritage Collections Management: inventory of the collections of the City Museum and study of the heritage collections of the following Museums: Flesia, Art, and Historic². Teamwork for the exhibits design and development. Previous fieldwork for some exhibit projects with the aim to make visible subordinated speeches in a way to contribute generating new other possible speeches that promote the access to the cultural events to poorer sectors of the community.

Voluntary partnership with Historical Archive of Coronel Pringles City and rural communities to enhance value to their local heritage
September de 2015 - August 2019

1 Available in: <https://www.ridaa.unicen.edu.ar/xmlui/handle/123456789/2155>

2 The aforementioned museums are small museums that were left in a state of abandonment in the 1990s. In 2016 began a restructuring period for the museums in which their collections were rescued, registered and written on the inventory. In the period from 2016 to December 2019, the Technical Reserve was built to store in suitable environmental conditions most of the collections.

I worked together with the Historic Archive and rural communities to recover and enhance value to their local heritage that was in state of abandonment and neglect, generating identification with the territory and making visible the rural schools in the District of Coronel Pringles. We created a touristic road with road signs in each remote rural area. Together with the communities we organized activities like horseback rides along the road and local traditions activities as: rural festivities with barbecues, rural games, folklore guitar playing, and creole skills. Through in-depth interviews we enhance value to the collective memory as the engine to promote its local heritage. We actively cooperated with the events organized by the rural schools to disseminate them through the local media and assisting with the organization of each event. The rural areas in which we worked were: El Pensamiento, Las Mostazas, El Divisorio and El Gavilán, all belonging to the District of Coronel Pringles.

In the small rural village of El Gavilán I did the fieldwork for my master's degree thesis. I actively cooperated with the Gavilán Commission integrated by the neighbors of the Gavilán Village and Pringles city, Historic Archive, and the Rural School of Gavilán N°5. The methodology used was a qualitative approach from an ethnographic perspective and its own fieldwork techniques such as: participant observation, in-depth interviews and oral history workshops in order to recover memory around the grocery store of the village. The process of recovering memory which include interviews, workshops, meetings, dinners, etc. for more than ten years, worked as an activator for the restoration of the grocery store that was already in ruins. This project of restauration generated an important sense of belonging to the place and a significant identification with the grocery store and the village by the local neighbors. In addition, the N°5 rural school gained an important visibility inside the District of Coronel Pringles.

**Museum of the City of Coronel Pringles
Anthropological and Archaeological Research Project**

Participant
1992- 1993

Participant in a project of great impact in Coronel Pringles City that was a system of student volunteering to develop archaeological and anthropological research as extractors and researchers. During the time that I integrated this project and the cohorts that preceded it, we managed to gather the largest amount of paleontological heritage that the District of Coronel Pringles has. The best pieces that the Pringles Museum paleontological collection has (megathere, glossopteris, and glyptodont) were collected in these excavations.

**Museum of the City of Coronel Pringles Commission
Member**

2004- 2006

I participated as an active member in matters of organization, dissemination and legal advice.

**RELEVANT PROFESSIONAL EXPERIENCE IN MARKETING COMMUNICATION
(China and Spain)**

**宏立城集团 Real Estate Development Company
Guiyang, China. www.honglicheng.com
Cultural Mediator. Interpreter
May 2011 – October 2012**

Cultural mediation between partners and foreign investors and employees. Providing assistance and support to generate more cordial relationships, anticipating the Chinese cultural codes to the foreigners. Assistance related to the Project, its concept and design to the international partners. Presentation of Huaguoyuan (花果) Project to the foreign investors and partners. Cooperation with the local media supporting the Chinese English translations. Supervising the corporate image of the Company translated to English.

**CCTV-E 中央电视台
China Central Television, Spanish Channel. Beijing, China
Host, Script Writer and Voiceover Presenter
April 2009 – June 2010**

Host, Script Writer and Voiceover Presenter for the feature program "Recorriendo China". Familiarized with the structure of the Chinese Government Institutions, Media and several aspects of the Chinese culture. Management of contacts and resources with Media, such as CCTV, Xinhua,

Samples include:

<http://www.cctv.com/program/RecorriendoChina/20100211/101229.shtml>

<http://www.cctv.com/program/RecorriendoChinazz/20090930/101679.shtml>

<http://www.cctv.com/program/RecorriendoChinazz/20091005/100974.shtml>

<http://bugu.cntv.cn/language/west/shenzhouxingxi/classpage/video/20091109/129237.shtml>

Group MIT
Group of Companies of Promotional Marketing and Publishing. Barcelona, Spain.
Executive Accountant
December 2006 – February 2008

I performed communication tasks for different Group of Companies. Designed the Annual Planning of Merchandising for customers as Coca Cola Argel, New Guinee, Cap Vert; Foundations of Spanish Banks as "Fundación Caixa Galicia" and "Caixa Penedés".
Oversee production of merchandising made in China for different customers. Launch and propose new products to customers.
Organization of events and fairs. Packaging design. Design and Communication of new products and mailings
I managed shipment timings, samples request.

Indigo Grup
Marketing and Communication tasks for different Group Companies:
Responsable de Marketing
July 2005 – December 2006

Marketing and Communication tasks for different Group Companies. These tasks included design and development of the corporate image. Visual Identity: logo, merchandising, stationary, web. Corporative Culture: Corporative Presentation in ppt., bulletins with company news. Direct Marketing: Campaigns of retaining customers, attract new customers and increase sales. Events and Stands organization.

RELEVANT PROFESIONAL EXPERIENCE IN LAW
(Argentina)

Provincia Seguros. BAPRO Group
Argentinean Insurance
Junior Lawyer, Legal Department
2000 -2002

Non- Judicial Conciliation. Negotiation with lawyers of the opposite parties

LANGUAGES

SPANISH: NATIVE LANGUAGE.
ENGLISH: Upper-Intermediate level of spoken and written English
CHINO: Upper intermediate. Studied at 北京外国语大学 and 云南师范大学。

COMPUTING

OFFICE: Word, Excel, PowerPoint.
GRAPHIC DESIGN: Illustrator, Photoshop.
SOCIAL NETWORKS: LinkedIn, Facebook, Twitter, Instagram, Pinterest.

OTHER STUDIES

2013: Management (mini MBA), Business School MateriaBiz, Buenos Aires, Argentina.
2006 -2007: Postgraduate Course of Documentary Production. (UACE), Barcelona, Spain.
2006- 2006: Course of Internal and External Business Communication. Forma Select, Madrid, Spain.
2003- 2005: Three years of Bachelor's degree in Philosophy. University of Barcelona (UB), Spain.
2000- 2001: First year of Bachelor's degree in Literature. University of Salvador (USAL) Buenos Aires, Argentina.

REFERENCES

References available on request

LUCIANA BRUZZO IRAOLA

Mobile: +34 634709360

Argentina

lucianabruzzo@gmail.com