

# Laura Carolina Sala

◆LauraSala22@gmail.com ◆www.Laurasala.com ◆305.302.1534

## Work Experience

### **Miami Multi-Media Solutions** **Business Development Consultant**

1/2011- Current;  
Miami, Florida

- ◆Develop business plans and strategies for multi-media company (Photography, film and design) for the attainment of company goals and profitability.
- ◆Responsible for the management and maintenance of customers' accounts
- ◆Prepare action plans for effective search of leads and prospects.
- ◆Maintain accurate records of all pricings, sales, and activity reports.
- ◆Create and conduct proposal presentations.
- ◆Advising on drafting and enforcing policies and processes.
- ◆Account planning and performance monitoring.
- ◆Website creation and daily maintenance.

### **Tomorrow People Non-Profit Organization** **Director of International Education Programs**

7/2005- Current;  
International NGO

- ◆Responsible for the overall management, mediating, research and logistics of the "2011, Education and Development Conference" as well as the "2011, Poverty and Social Protection Conference" set in Bangkok, Thailand.
- ◆Responsible for the overall management of the "2010 Education and Development Conference" Took place in Bangkok, Thailand.
- ◆Responsible for the overall management of "Live, Learn and Tango: A fusion of Art, Politics and culture" Study abroad program in Buenos Aires Argentina. In charge of curriculum development, student enrollment, marketing strategies, research, budget analysis, budget reconciliations, partnership development, contracts and waivers management as well as all logistical needs for the program.
- ◆Built partnership with Universidad Nacional de Tres de Febrero as well as an array of additional local vendors.
- ◆Main liaison between Tomorrow People Organization, clients and onsite partners.
- ◆Worked with the organization founder on program developments for programs.

### **United Nations**

#### **United Nations Support Office for AMISON (UNSOA)** **Recruitment International Consultant- Human Resources**

4/2010- 1/2011;  
Nairobi, Kenya

- ◆Responsible for recruitment of Professional and Field Service Staff, including screening and evaluating applications of such candidates.
- ◆In charge of arranging interviews in coordination with program managers and panel members.
- ◆Produce interview reports, comparative evaluations, and matrices.
- ◆Assemble and analyze written and statistical material to ensure accuracy, clarity and validity.
- ◆Design, plan and organize UNSOA's recruitment information onto a "user-friendly" platform.

#### **UN Office for the Coordination of Humanitarian Affairs (OCHA)** **Secretary to the Under-Secretary-General and Emergency Relief Coordinator**

5/2009-4/2010;  
New York, New York

- ◆Responsible for all administrative support functions for the front office of the OUSG.
- ◆Provide Secretarial and communications support to the USG, Special Assistant, Chief of Staff and Humanitarian Affairs officers.
- ◆Quality Control, ensuring adherence to official correspondence guidelines.
- ◆Organize and draft official response to correspondence on behalf of USG.
- ◆Arrange all travel, including Visas, security clearances (ISECT), note verbal's, travel claims, accommodations, assist with preparation of briefing books for USG's missions.
- ◆Maintain database for tracking all documents, conference room bookings, and Chron files.
- ◆Maintain USG and Chief of Staff's Calendar.
- ◆Liaise with all sections within OCHA.
- ◆Worked on an assignment for the Visual Unit, Photographically documenting Post-Nargis Cyclone Victims,

#### **New York Road Runners Non-Profit Organization** **Special Events Coordinator and Photography Editor**

10/2007-5/2008; 10/2008-12/2008 (Full-time)

New York, New York

- ◆*Special Events Coordinator*: credentials management, logistical assistance, budget reconciliation and on-site management for the ING NYC Marathon, Olympic Trials, weekly races & special events.
- ◆*Events Coordinator*: managed the Annual Empire State Building Run-Up & Broker's Challenge, managed registration, selection committee, and all logistical aspects of the prestigious vertical race; was the main liaison between all athletes and upper management.
- ◆*Photography Editor*: managed ING NYC Marathon photographers, weekly online galleries, archiving historical photos, Digital Assets Management system, photo retouching, scanning and post production for ads to be printed in newsletters and New York Runner's Magazine.
- ◆*Photographer*: covered several weekly races, professional athlete projects, events documentation, logistical analysis, retouching, color balancing, and formatting.
- ◆*Graphic Designer*: worked with business development staff to conceptualize and design ING NYC Marathon apparel and merchandise.

**Randy Batista Photography Studios & Media Image Gallery**  
**Art Director and Gallery Coordinator**

6/2006-8/2007 (Full-Time)  
Gainesville, Florida

- ♦ *Post-production Assistant*: digital photo manipulation, enhancing, printing & packaging.
- ♦ *Administrative Assistant*: re-developed internal framework, streamlined productivity & improved workflow efficiency to increase sales.
- ♦ *Gallery Coordinator*: handled valuable artwork, designed promotional brochures, Newsletters, and produced press releases for upcoming shows. Recruited Artists and worked directly with them to facilitate exhibitions.

**University of Florida**

1/2007-5/2007 (Part-Time)  
Gainesville, Florida

**Arts and Crafts Studio Technician**

- ♦ *Assisted customers with creating pottery, jewelry-making and screen-printing* equipment.
- ♦ Maintained University Studio in working order, performing maintenance duties as needed.

**Photography Lab Technician**

1/2003-5/2005 (Part-Time)

- ♦ *Taught University Students traditional photographic processes, from developing film, to color darkroom.*
- ♦ *Maintained University Photographic Lab performing maintenance duties as needed on all equipment.*
- ♦ *In the Digital Lab, calibrated printers, color-calibrated screens, and assisted students as needed.*

**Elite Software Corporation**

9/2002-9/2004 (Part-Time)  
Gainesville, Florida

**Switchboard Operator and Accounts Executive**

- ♦ *Generated sales and product consultations for business management Software Company.*
- ♦ *Customer Support*: handled all leads and customer accounts to ensure customer satisfaction.
- ♦ *Switchboard Operator*: problem solving and preliminary phone consultations.

**Miami Dade County Public School System**

8/2000-2/2002 (Part-Time)  
Miami, Florida

**Switchboard Operator and Administrative Assistant**

- ♦ *Main Switchboard operator after hours and administrative assistant in Coral Reef Senior High School.*
- ♦ *Main point of contact for all parents after hours and during after school program.*

**Education**

---

**American Public University**

West Virginia, Charles Town  
2010 -Current

**Masters in International Relations and Conflict Resolution Candidate**

**University of Florida**

Gainesville, Florida

**Bachelor of Arts in Political Science**

2002 -2006

**Bachelor of Fine Arts in Creative Photography**

2003 -2007

- ♦ Certification in Public Affairs
- ♦ Global Leadership Program: Thailand graduate

**Coral Reef Senior High School**

Miami, Florida

**International Baccalaureate Program**

1998 -2002

**International Studies Program**

**Skills**

---

- ♦ Bilingual- spoken and written fluency in Spanish. (Passed UN Language Proficiency Exam)
- ♦ Software- Word, Excel, Works, PowerPoint, Outlook, Peachtree Accounting, ACT, QuickBooks, Capture One, Adobe Photoshop, In-design, Illustrator, Final Cut Pro, Premiere, DVD Studio Pro.
- ♦ Hardware- Epson large-format printers, Drum Scanners, large-format cameras, digital and analog.

**Extended Experience**

---

- ♦ Founder of the Gainesville Florida M.A.D.D. Chapter. 2002 -2005
- ♦ Founder of Youth in Action, community outreach organization in Miami, Florida. 1999 -2004
- ♦ Panelist for National Conference for Community and Justice. 1999-2002
- ♦ HIV/Aids Educator for Miami-Dade County Department of Health. 1998-2002