



● EXECUTIVE Brief

16 years of experience in freelance Graphic Design and Advertising, 10 years in Public Relations & Cultural Promotion in private industry and government institutions in Mexico and Foreign Countries. Development, coordination and execution of strategies to achieve and maintain efficient communication and human relations; logistics and organization for events, sponsorship procurement.

Responsible, leader, perseverant with excellent interpersonal and negotiation skills on international level. Domain of 4 languages.

● PROFESSIONAL Experience

Villa Ananda Premiere Luxury Ayurveda Spa / Punta de Mita, Mexico

Jun 2015 - Present

Space inspired by the grace of the Divine with the intent of guiding people into experiencing balanced health and inner peace, through the encompassing principles of Ayurveda and Yoga. VA specializes in Pancha Karma, Ayurveda's signature program for detoxifying and rejuvenating the body. The week long program includes Ayurveda Consultation, daily Yoga-Meditation practice, personalized daily treatments and wholesome diet.

Job Title: Spa Administrator and Retreat Host

Administration Responsibilities: payroll 1st and 15th of month; organize and maintain forms up to date; business administration assisting ; monthly newsletter email; database maintenance; website maintenance with retreat, newsletter, etc; spa inventory and order preparation – supplies, towels, sheets, etc.

Retreat host Responsibilities:

Contact teacher month prior to retreat collect arrival/dept times, room assignment; organize transport for all guests with taxi service; field all questions/calls/emails, special requests, diet restrictions prior and during retreat; confirm payment prior to retreat with teacher; confirm daily schedule with teacher then prepare Weekly schedule form for in house employees 7 days prior to retreat; print out all forms pertaining to retreat ie. spa schedule, spa menu, payment forms for clients, house rules, etc.; orientation (night of arrival); Spa scheduling and coordinating spa treatments daily; Calling of therapists daily

Pancha Karma Responsibilities:

Daily schedule; calling of therapists; fill out schedule forms for team members; organize spa daily in afternoon; guide team to maintain areas tidy, organized; host and serve evening meal; spend night with guests, among others.

Sadhna Design for Awareness / Mexico City

Mar 2010 - 2016

Own SMEs. Independent Company with two approaches: Holistic Graphic Design-Advertising-Decoration and a Clothing Brand for Yoga and Meditation.

1. Graphic design focused on promoting new independant small companies, freelancers and entrepreneurs, designers, therapists & social responsible companies, who are interested in an effective, human and conscious business approach. The designs vary from logos, business personal and identities, stationary material, flyers, posters, catalogues, etc.

2. The Yoga clothing Line is an update of Sadevi Designs, re-named Sadhna Mx (www.sadhnamx.com), a project which creates garments for the practice of yoga asanas and meditation as well as daily use wear designs. All the fabrics are 100% natural fibers (cotton, linen and silk) made in Mexico and India, with hot-stamped holy symbols in some models.

The brand name was registered in 2012 for copyrights, and was sold at 8 yoga school stores and meditation centers in Mexico City and Cuernavaca and also presented at Mexican independent contemporary designers fairs.

Job Title: Owner & Designer

India -Mexico Business Chamber IMBC / Mexico City

Sep 2010 - Mar 2011

Enterprise link between the two nations and the catalyst that promotes the strengthening of business relations. Identifies opportunities and promotes business for chamber members through meetings and contact with business leaders, chambers and enterprise organisms, as well as public and government institutions from both countries.

Job Title: Advertising and Public Relations

Responsibilities:

- Design of all visual communication supports.
- Organization and Logistics during events / Press Conferences / Organization of Business Missions
- Sponsorship plans and procurement / Market Development & Research
- Communication briefs for members /Clients -Members service
- Coordination with other Business Chambers, Associations and other companies in both countries

Creativo Holístico Artesanal / Tepoztlan, Mexico

Jan 2009 - Mar 2010

Own Micro Enterprise: satevi design for conciousness brand and research project presenting original articles for conciousness development as well as visual graphic material for Yoga and Meditation. Research project initiated in 2009, integrating the concepts of Chakras, 5 Elements & Chromotherapy as platform to design daily use objects such as T-shirts with 100% cotton fabric, aromatherapy products of natural essential oils and meditation graphic material. The brand was registered in Mexico City in 2010 for copyrights. The store was in a joint venture with Eli Valenzuela Fashion Designer.

Job Title: Owner & Designer

AMAIT - ADN / Mexico City

Jun 2008 - Nov 2008

Mexican Association for Tourism Suppliers, founder and organizer of ABASTUR Trade Fair, Latin America's largest exhibition of suppliers for the Hospitality Industry. Presented annually at the Banamex Center in Mexico City with over 350 exhibitors and 22,996 (visitors registered in 2010). Concentrates the most innovative range of products and services, and is an important meeting point between leading businessmen, owners, managers, operators, buyers and sellers of the hospitality industry.

Job Title: Head of Press and Public Relations

Responsibilities:

- Organizing events like social dinners, press conferences, etc., to present the Chefs Culinary Contest for Executive Gourmet Chefs,
- Chefs of Party for Luxury Hotels, Restaurants and Chef Clubs; Educational Institutes with Tourism and Gastronomy Faculties.
- Updating general and media database (Government and Private Industry)
- Budget management, logistics and coordination of parallel events during the ABASTUR Trade Fair 2008.
- Coordination and confirmation the participation of Government and Private industry leaders such as heads of chambers, commerce
- associations directors, etc., to the Inauguration programme.

Embassy of Mexico in India / New Delhi, India

Feb 2005 - May 2007

Official communication channel between two countries. Represents and promotes interests in other homelands, developing political, economic, cultural and military cooperation for both countries. Organizes and accompanies central, regional and local government official visits. Promotes negotiations of bilateral agreements and/or treaties.

Job Title: Assistant to the Cultural Attaché 2005-2006 / Cultural Attaché 2006-2007

Responsibilities:

Execute Educational and Cultural Cooperation Agreements between both countries; granting scholarships.

Planning, organizing and coordinating cultural events in New Delhi such as: Literature Seminar participating Mexican leader writers Jorge Volpi and Carlos Montemayor, in alliance with Sahitya Academi presented at the Indian International Center; "Ripstein in India" Film Festival with international awarded film director Arturo Ripstein and Paz Alicia Garciadiego screen play writer; Percussion Ensemble Concert "Tambuco" in alliance with Lalit Kala Akademi presented at Siri Fort Auditorium; Mariachi and Folkloric Ballet Dance group of the State Government of Jalisco presented at Ashok Hotel open air Forum; Contemporary Film Festival in alliance with India Habitat Center; Food Festival presented by International renowned Chef Monica Patiño at the Taj Hotels Group New Delhi and Mumbai; Art workshop and installation with artist Felipe Ehrenberg in alliance with Sanskriti Foundation and Faculty of Arts, Delhi University; "Women directors in Contemporary Mexican Cinema" with awarded film director Issa López in alliance with India Habitat Center, etc.

All events were presented also at Kolkata and Mumbai, in coordination with the Mexican consulates of both cities.

Mision del Sol Resort & Spa / Cuernavaca, Mexico.

Dec 2003 - May 2004

Ecological resort and spa luxurious permaculture project. Innovative tourism concept, certified among the 50 most exclusive and ecological Spas in the world. It offers aside to the lodging, gourmet organic vegetarian food and natural organic spa services, cultural and spiritual activities are offered such as: conferences, retreats and workshops (conducted by renowned personalities such as Dr. Deepak Chopra), art exhibitions, concerts, meditation and yoga retreats, etc.

Job Title: Advertising & Marketing Designer

Responsibilities:

- Graphic supports to promote workshops, conferences, exhibitions. Monthly newsletter design, magazines ads, etc.
- Coordinate workshops for teamwork building between other areas and projects for common goal achievement
- Create new internal digital communication formats to reduce printing material.

● ACADEMIC Background

- Spa Management / CAPE Management School / Jun 2016, Mexico City
- Certificate in Ashtanga Yoga / Yoga Alliance International / Ayurvedic National Health Center / Oct 2013, Goa, India
- Certificate in Ashtanga Ayurveda course / Ayurvedic National Health Center / Oct 2013, Goa, India
- Diploma "Proficiency in Graphic Designing" / APTECH / Sep 2010, New Delhi, India
- Diploma "Interior Design" / International University UI / / Aug 2007-Feb 2008, Cuernavaca, Mexico
- Diploma "Indian Art & Crafts, Design and Development" / Indian Fashion Institute of Technology NIFT / 2006, New Delhi, India
- Diploma Web Design "HTML-The Basic and Beyond" / School of Visual Arts / Jul 2001, New York, USA.
- Diploma in Photography / Universidad del Valle de Mexico UVM/ 1998-1999, Mexico City
- Bachelor's Degree in Graphic Design / Universidad del Valle de Mexico UVM / 1996-2000, Certified in 2001, Mexico City

● TRAINING: Workshops & Courses

- Karman Yoga Meditation, Wayist Spiritual Energy Wellness Center / Siem Reap, Cambodia Mar 2017
- Ayurveda Training Programme on Nutrition / Kerala Ayurveda Akademy, India Feb 2017
- Ayurveda Training Programme on Diagnosi / Kerala Ayurveda Akademy, India Feb 2017
- Thai Massage, Manee Mukda Massage Spa Center / Phuket, Thailand Dec 2013
- Reiki I / Usui Shiki Ryoho / Mexico City May 2014
- Taoism / Carlos E. de León de Wit / Hda. San Miguel Regla, State of Mexico Ago 2012
- Course 1 Art of Breathing / Art of living / Mexico City Nov 2011
- Re-birth Experience Workshop / Leonardo Estrada Méndez / Mexico City Sep 2011
- Integral Yoga Retreat / Swami Brahmdev (Shri Aurovindo y The Mother disciple) / Tepoztlan, Mexico Ago 2011
- Pluton Influence Astrology Workshop / YogaArtFestival / State of Mexico Apr 2011
- Hatha Yoga Workshop / YogaArtFestival / State of Mexico Apr 2011
- Natural Programing Plan for 2011 Course / Martha Mayer / CasaLuna / Mexico City Jan 2011
- Tapping Technique Workshop / Mrs. Prama Bandhari / Reiki Circle Delhi / India Sep 2010
- Psicotherapy & Chakras therapy / Leonardo Estrada Méndez / Mexico City Mar 2009 -Apr 2010
- Family Genealogy Workshop / Sowelu Family Constellation Center / Mexico City Feb 2009
- Family Constellation Workshop / Sowelu Family Constellation Center / Mexico City May 2009
- Kabbalah II Course / The Kabbalah Centre Mexico / Mexico City Jan-May 2008
- Kabbalah I Course / The Kabbalah Centre Mexico / Mexico City Sep-Dec 2008
- Jim Valby Dzogchen Buddhism Retreat / Pelzomling Buddhist Center / Mexico City Oct 2007
- Yoga Beginners 1 Course / Sivananda Vedanta Centre / New Delhi, India Jun-Sep 2005
- Buddhist Meditation Retreat / Loseling Institute / Mision del Sol Resort & Spa / Mexico May 2004
- Upholsery Workshop / Mexico City Sep - Nov 1999
- Forgiveness Workshop / Dr. Rosa Argentina Rivas Lacayo / Mexico City August 1997

● SKILLS

- Languages: English 95% (written and spoken advanced) / Hindi 80% (illiterate) / German 50% (intermediate spoken, written basic) / Spanish 100% Mother Tongue
- Software: Adobe CS6 Photoshop, Illustrator, InDesign / Corel Draw X7 / Microsoft Office

● VOLUNTEERING & Internships

OraWorldMandala / 2005 - 2009 / India and Mexico City

Volunteer. Public Relations for International Peace NGO: "*Reconciliation Through Art*" in association with the Gujarat Vidyapeeth University and India Gandhi Peace Foundation. India and Mexico as central Axis. Organization of the India-Mexico simultaneous action: 2nd October (Borda Garden in the city of Cuernavaca and the Gandhi Monument in Mexico City) with the support of the Morelos Culture Institute, DIF, Embassy of India in Mexico, IMJ, ENAH, Conaculta, Unesco, UN, Inter Religious, Council, elementary and secondary public and private schools, and others.

IWAM- Indian Women Community in Mexico / 2008/ Mexico City

Volunteer. Logistics and coordination. Member of the Indian Women Association in Mexico, support in organizing fund-raising events and donations for organizations like: AMANC AC, Fundación Renacimiento, Refugio AC, etc.

Mexican Culture Institute - Mexican Foreign Affairs Office /2004 /New York City, USA

Volunteer-Internship. Design and digitalization of slides for the Virtual Gallery "La Vitrina" & updating image database.