

# Valeria González Leyva

[LinkedIn: valeglezleyva](#)

## WHO AM I?

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I am a bilingual, multicultural creative with 6+ years of professional experience including events, content curation, project and program management, and client relations. My main passion lies at the intersection of culture and technology, with a deep interest in international markets, music tech, marketing, streaming, music discovery, artist relations, and content production, to name a few.

## SKILLS

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**Dual citizen:** Able to work in the USA and Mexico

**Languages:** English and Spanish (native); currently studying Japanese, Italian, Portuguese, and French

**Web Dev:** HTML5, CSS, Javascript, jQuery, Node.js, GitHub, Bootstrap; currently learning MySQL, Heroku, React.js, MongoDB, and more

**Software:** Microsoft Office, iOS, G Suite, FileMaker, Zendesk, intermediate Adobe (Premiere, Photoshop, and Audition)

**Business:** Basic contract literacy and finance; understanding of marketing, streaming, licensing, publishing, labels, deal structures, etc.

**Key strengths:** Analytical, organized, detail-oriented, fast learner, driven, diplomatic, adaptable, curious, and out-of-the-box thinker

## INDUSTRY EXPERIENCE HIGHLIGHTS

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SOUTH BY SOUTHWEST (SXSW), Austin, TX

**Conference Programmer**

April 2017 - March 2020

**Associate Conference Programmer**

September 2016 - April 2017

**Interactive Customer Support Specialist**

January 2015 - May 2016

**Volunteer/Intern**

SXSW 2012, 2013/ January - June 2014

- Program management for ~4-8 yearly initiatives simultaneously (average program duration: 8+ months)
- Project management and content curation for 200+ music sessions (including Keynotes, Featured, workshops and meetups)
- Managed current, and developed new external relations with speakers and sales clients from labels, DSPs, agencies, etc.
- Analyzed and utilized large volumes of data to drive programming and business decisions; provided exemplary customer support
- Created, implemented and led a 5-year plan to restructure, improve and grow Partner Programming assets alongside Sales team
- Built new internal and external sales programming guidelines; liaised agreement negotiations with speakers and internal legal team
- Responsible for growing international music content and speakers from LATAM, EMEA and APAC regions by ~200 percent
- Curated and managed a music mentorship program of 250+ mentors and 1200+ onsite mentees
- Trained new hires as needed; recruited, managed and mentored multiple interns; trained teams of 200+ event volunteers

iHEART MEDIA, Austin, TX

**Promotion Assistant**

September 2014 - August 2015

- Assisted Promotion Director with marketing decks, giveaways and 70+ events (interviews, meet & greets, sales remotes, etc.)
- Assisted Social Media Director with the management of 6 social media accounts via Hootsuite
- Assisted On-air Talent and Producers with live broadcasts

KTSW-FM 89.9, San Marcos, TX

**Junior Promotion Director/MR FEST Booking & Artist Coordinator**

August 2013 - May 2014

- Booked festival lineup with 60+ independent artists for the 2-day festival
- Advanced festival details to artists and managers; oversaw festival production on site
- Booked and produced 10+ monthly showcases; managed a team of ~20 promotion staff

## EDUCATION

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**Certification in Full Stack Web Development (Online)**

Exp. graduation: October 2020

The University of Texas at Austin

**MA in Global Entertainment and Music Business**, focus in Live Entertainment

July 2016

Berklee College of Music (Valencia, Spain)

**BA in Mass Communication - Electronic Media**, minor in Music

May 2014

Texas State University

*Magna Cum Laude*