



## VERONICA ALVAREZ RUIZ

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### PROFILE

Advanced knowledge and thirty-six years of experience in project management in the cultural field, environmental art researcher, exhibition curator, and cultural mediator in the rural field.

Specialist in Contemporary Art, experienced and committed to offering and transmitting knowledge and experiences. These are acquired, nationally and transnationally.

Advanced knowledge and thirty-six years of experience in project management in the cultural field, environmental art researcher, exhibition curator and cultural mediator in rural areas.

Advanced knowledge in the field of art committed to climate change; carrying out specific studies of Land art, earth work and environmental art and its visibility in the cultural industry (mandatory and voluntary markets), political scenarios, and presence in educational spaces from schools to universities.

Direct relationship with vulnerability assessments, ecosystem-based adaptation, and advanced knowledge in Protected Area Management and Regional Development from a cultural and social perspective.

Ability to work effectively as part of a team or individually. Motivated, suitable for teamwork and relationally, with organizational and interpersonal skills.

Always looking to learn new skills, take on additional responsibilities and grow professionally.

Proven track record of exceeding the objectives of the activities and increasing the number of participants in the teaching calls made.

Public speaking experience both in presentations and training sessions. Proven effective oral and written communication skills.

My dedication and passion have been recognized with awards, praise and new responsibilities.

## **CONCEPTUAL LINES**

Creativity as a formula for job development. Fill the empty space and reinvent your need. Validate and support rationalized and channeled creative potential, recognizing its response to new technological and economic challenges. Promote, share and move emerging non-sectorized proposals, in relation to each other and with other agents from various disciplines. Transmit acquired knowledge and open it to the teaching community. Dynamization of the cultural industry in the south of Spain. Propose private initiative always in collaboration with institutions, and teamwork and networking. Work for true sustainable development, ECOLOGICAL and SOCIAL CONSCIOUSNESS FROM THE RURAL AND NATURAL ENVIRONMENT.

In parallel, I develop individual projects, such as the "FEMININE ECOLOGY" project (MAV AWARD 2018- London), THE WHITETHORN (transnational project through ethnobotany with Ireland, Portugal and Italy), immersion projects on LandArt/Earthwork with Spanish and international universities (USA), the exhibition space "ESSENTIA-Aracena", and the already closed one in the Port of Seville - CONTAINER-ART" (Seville capital).

Development of exhibitions and projects by multiple artists in the Andalusian autonomous community, as well as nationally and internationally.

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## **EXPERIENCE**

1988- 2023 -Director and secretary of ART GALLERIES.

-Exhibitions for public and private institutions. (More than 300 exhibitions held).

1989-Cultural technician and seminars/conferences at the U.I.M.P. and at the Universidad HISPANOAMERICANA ST<sup>a</sup> M<sup>a</sup> DE LA RÁBIDA-Huelva.

1988-1991-Production team and production assistant in several companies in the television and film sector: Agencia Efe, Cinetevé-París (France), Atanor productions TV, El Perro Verde by Jesús Quintero etc.

1992- Technique Assembly of exhibitions at EXPO92, international fair held in Seville.

1993-/97-Advertising and marketing director in several companies: TF Artes Gráficas Madrid-Equipo de Sevilla, Postalfree-Andalucía, Genial-Cultural Projects, Natural tourist projects, Cacho Restaurant, Teatro el Duque etc...

1996/98-Technical cultural projects (exhibitions, congresses and conferences) in the COUNCIL OF CULTURE Junta de Andalucía. INTURJOVEN-Junta de Andalucía, Ministry of Culture. Graphic Design, office automation and teaching.

-1997-24 Teacher in art courses in private spaces and Associations, ALPA Cultural Assoc., Cultural Assoc. Sala de Arte Crisol, Estudio Magdalena Bachiller, in Seville. And in Asoc. Cultural Valdelarte, and Asoc. Cultural Pájaro en mano in Huelva. Courses in private and public schools in Seville and Salesianos in Morón de la Frontera.

-1995-2023 Culture Technician City Council of Morón de la Frontera, Valdelarco, Fuenteheridos, etc.

-Councillor in the Morón de frontera City Council (Seville), leading the delegations of culture, education and social services.

1998-2024- -Researcher and lecturer at Spanish-national and international Universities, from Salamanca, Madrid, Málaga, Valencia, Bilbao, Gijón, Santander etc... to Ireland, USA, Italy, Turkey, Portugal and England.

2004-2017. **Freelance environmetal ARTconsultant.** Environmental manager. Establish and maintain productive and positive relationships with government officials, Development of sustainability reports (GRI ) and participation in audits RSC / Sustainability, Environmental permit application, Environmental impact assessment, Development of environmental procedures, Monitoring environmental requirements. **DOÑANA TOUR. (Huelva, Spain)-** Position: Enviromental ART and CULTURAL education instructor.

-Cultural Management and development of art and mediation projects, contemporary art, environmental art for 38 years.

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## **EDUCATION**

Graduated in Fine Arts, specializing in Design and Graphic Arts, and in Art History in 1987.

Law and specialization courses.

Master Certificate of Pedagogical Aptitude-Institute of Educational Sciences.

Masters in business management and marketing from the E.S.I.C.

Training courses in IT: Desktop publishing, Design, and computer graphic arts.

Communication courses and 2.0 strategies

Master Social Network Management Courses.

Courses, Seminars, Conferences and Workshops in Design, illustration, Photography, Heritage, Thought and Literature, etc.; in the sector of Cultural Management, Socio-Cultural Animation and Rural Development.

Business, Marketing, Advertising, Art media, Artistic mediation, internet, Social Networks, Gender, Equality, innovation, entrepreneurship, etc.

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## **LANGUAGE**

Native speaker of Spanish

Good reading and writing skills in English and Italian language.

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## **COMPUTER SKILLS**

Good knowledge of Windows and Microsoft Office.

Good Knowledge of Phtoshop and digital platforms.

Good Knowledge of GIS Mapping Software: ArcGIS 10.2, QGIS 2.6

Good Knowledge of Microsoft Project

## **TECHNICAL KNOWLEDGE OF ART**

-All types of classic artistic techniques: pencil, ink, watercolors, acrylics...

-All types of contemporary artistic techniques, ansamblage, interventions, mixed techniques, sculpture, etc.

-Photographic techniques, photocomposition, photo coloring, etc.

-Management tools (Office, Excel). In Design: Photoshop, Freehand, Coreldraw, Autocad, Adobe Premier, etc...

## **PUBLICATIONS**