



## J. MiNA Rios · *Freelance Journalist & Consultant*

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**EDUCATION** B.S. Degree in Advertising · 1997 · School of Journalism & Mass Communications  
San Jose State University · *Copywriter/Presenter* - 1997 SJSU Campaign Team Adv. Dept. Competition

### PROFESSIONAL EXPERIENCE

**Mina Communications** · *Arts News & Consulting ~ A sole proprietorship* · MinaCommunications.org  
Established in San Diego by Mina Rios | Now operating in Santa Rosa, CA · 2007 - present

*Consulting Services:* Marketing | Advertising | Public Relations | Grant Writing | Arts Advocacy  
*Consulting Clientele:* Concierge Alliance of Napa Valley and Sonoma (2021), Santa Rosa Salsa (2015 - 2020), Flamingo Resort (2014 - 2016), Duvall Productions (2014), San Diego Ballet (2007- 2012), Luscious Noise (2009 - 2012), Conducting Preparations (2008)

*Freelance Journalism* - specializing in stimulating, under-reported content since 2007

Publisher Affiliations:

**Made Local Magazine** · Santa Rosa, CA · 2022 - present

*Freelance Journalist* · Write Feature Stories

**In Dance** · Monthly newspaper published by Dancers' Group · San Francisco, CA · 2018 - 2020

*Freelance Journalist* · Wrote Feature Stories

**Sonoma Magazine** · Santa Rosa, CA · 2018

*Freelance Journalist* · Gateway Section News · Covered Sonoma Wine Country - Comedy Scene

**North Bay Bohemian Newspaper** · Santa Rosa, CA · Cover Sonoma and Napa County · 2013 - present

*Freelance Journalist* · Write Feature Stories and Restaurant Reviews

**Pacific Sun** · San Rafael, CA · Cover Marin County · 2015 - present

*Freelance Journalist* · Write Feature Stories, Restaurant Reviews, and Cover Stories

**San Diego Reader** · 2015

*Freelance Journalist* · Wrote Feature Story · Topic: Hotel Woes During San Diego Comic-Con

**Discount Dance Supply** · *Dance Life* online news platform · Anaheim, CA · 2013 - 2014

*Freelance Journalist* · Wrote Feature Stories · Dance in Cinema and Broadway Under the Stars

**Dance For You Magazine** · Erding, Germany · 2012

*Freelance Journalist* · Wrote Feature Story · *The Philanthropy Dance*

**Dance International Magazine** · Vancouver, B.C., Canada · 2011

*Freelance Journalist* · Wrote Performance Reviews · Complexions Ballet and Royal Danish Ballet

**The Espresso Newspaper** · San Diego, CA · 2011

*Freelance Journalist* · Wrote Feature Story · San Diego Indie Fest

**ExploreDance.com** · New York, NY · 2009 - 2011

*Freelance Journalist* · Wrote Performance Reviews and Feature Stories

**SanDiegoRestaurants.com/SanFrancisco/LasVegas/Philadelphia** · San Diego, CA · 2009 - 2010

*Freelance Journalist* · Wrote Restaurant Reviews and Feature Stories

**Dancer Magazine/Dance.com** · Miami, FL and New York, NY · 2007 - 2010

*Freelance Journalist* · Wrote Performance Reviews and Feature Stories

**Dance San Diego Magazine / San Diego Performer Magazine** · San Diego, CA · 2007 - 2009

*Associate Writer/Fundraising 4 the Arts Columnist* · Wrote Column and Feature Stories



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### **California Ballet Company** · San Diego, CA · 2004 - 2006

*Group Sales/PR Mgr* · Developed/managed the Group Sales Program which included implementing new policies/guidelines, writing/designing program materials, expanding the group prospect list, and generating group sales. Also, managed/generated publicity during performance seasons, booked media ads, coordinated print production projects, wrote proposals and newsletters, and received box office ticket sale orders.

### **Elsevier** · A global publishing company · San Diego, CA · 2003 - 2004

*Sales Communications Coordinator* · Managed print production of promo materials for Major Reference Works and Trade books. Generated trade book manuscripts for catalogs, provided art direction in design layout, managed budgets, booked print media ads, and corresponded with the global sales team.

### **Davis Marketing** · A full service Advertising Agency · San Diego, CA · 2001 - 2003

*Account Manager* · Managed casino/gaming accounts in Brimley, MI; Shreveport, LA; and Las Vegas, NV. Responsibilities: client/vendor correspondence, database management/maintenance, proposal generation, print/broadcast media buying, traffic/print production management, creative direction, copywriting, and billing.

### **Cordero & Davenport Advertising** · A full service Advertising Agency · San Diego, CA · 1999 - 2000

*Account Coordinator* · Maintained daily client/vendor correspondence, managed database, generated broadcast/insertion orders, generated direct mail sales with advertising clients, reconciled invoices, led weekly staff meetings.

### **Charlotte-Russe Corporate Headquarters** · San Diego, CA · 1998 - 1999

*Marketing Assistant* · Wrote merchandising reports/directives, created signage and budget spreadsheets.

### **Metro Newspapers** · San Jose, CA · 1997 - 1998

*Advertising Assistant* · Began as Intern for college credit, then hired as a permanent employee. Provided traffic assistance in the Adv. Display department. Served as interim Account Executive in multiple South Bay territories.

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## **RETAIL & HOSPITALITY WORK EXPERIENCE**

- *Sales Assoc.* · **Casual Corner**, San Francisco, CA · '89-'90 · **Episode and bebe**, San Jose, CA · '91-'96
- *Hostess/Server* · **Bella Mia Restaurant**, San Jose, CA · 1996 - 1998

## **VOLUNTEER EXPERIENCE**

- **Climate Reality Project** · Bay Area Chapter · *Climate Activist* · 2021
- **Bottega Gran Fondo** · Yountville-Napa, CA · *Greeter/Wine Auction Organizer* · 2016
- **Charles Schulz Museum** · Santa Rosa, CA · *Office Assistant* · 2015
- **War Memorial Opera House** · San Francisco, CA · *Usher* · San Francisco Ballet Season · 1987 - 1988
- **French-American Chamber of Commerce** · San Francisco, CA · *Hostess/Raffle Ticket Seller*  
Vive le Beaujolais Wine Festival · 1984 - 1994