MIGUEL ALEJANDRO MAMANI HUARACHI

Institutional Communication • Audiovisual Production • Social Media and Project Management • AI

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PROFESSIONAL PROFILE

I am a final-year Communication student at Universidad Adventista del Plata, with experience in **institutional communication, social media management, photography, audiovisual production and team leadership**. My international volunteering experience in Sweden includes television production, promotional video editing and commercial photography (LifestyleTV & Lifestyle STAY), alongside project coordination and digital campaigns. I bring organization, initiative and innovation, combining strategic and technical training with a background in computing and the implementation of digital solutions using **artificial intelligence**.

KEY SKILLS AND AREAS OF SPECIALIZATION

- **Institutional Communication and Social Media:** Social media strategy and management; digital content creation (carousels, reels and stories); institutional outreach, event marketing, and internal and external communication.
- **Audiovisual Production, Photography and Design:** Recording and production for television and streaming; promotional video editing and animation; institutional, event and product photography; graphic design, visual identity and branding.
- **Project Management and Team Leadership:** Communication department leadership, team coordination and training, dossier production, and administrative organization.
- **Technology, AI and Web Development:** AI model integration (Google AI Studio, Gemini API, ChatGPT), conversational bot development in Node.js, landing-page deployment (GitHub / Vercel), and digital workflow management.

PROFESSIONAL EXPERIENCE AND VOLUNTEERING

Press and Institutional Communication Intern — April 2026 - Present
Universidad Adventista del Plata (Prensa UAP) — *Libertador San Martín, Entre Ríos, Argentina*
- I manage the university's official Instagram account and schedule posts to share news.
- I produce and edit graphic and audiovisual pieces adapted to social media formats, including carousels, reels and stories.

Director of Communication — June 2026 - Present | June 2023 - May 2025
Instituto Misionero - Universidad Adventista del Plata — *Libertador San Martín, Entre Ríos, Argentina*
- I lead the communication team and manage the institute's integrated projects: video production, photographic coverage and marketing campaigns.
- I manage institutional social media (Instagram), outreach for community activities and assemblies, and event marketing.
- I developed the information website (campamento-im-2026.vercel.app) and promotion for Instagram and WhatsApp.
- I was responsible for the digital campaign and multimedia coverage of the community project "Una Sonrisa para Gualeguay".

International Media Volunteer — April 2025 - February 2026
LifestyleTV & Lifestyle STAY — *Hagegården, Sweden*
- I participated in studio television production and recording for broadcast in Scandinavia and on digital platforms, and edited the promotional video aimed at future volunteers.
- I carried out product photography sessions for the international magazine *Lifestyle VIEW* and photographed the facilities of the Lifestyle STAY Hotel Retreat Center.

Media Assistant and Digital Communication Consultant (Independent) — June 2021 - Present
Independent Projects — *Libertador San Martín, Argentina (Hybrid / Remote)*
- I work as a freelance designer and provide photographic coverage of events, including weddings and graduations.
- I develop digital solutions and AI integrations, including Noah, a WhatsApp conversational assistant (Node.js and Gemini API), and the TwoFit Supplements mobile web catalog.

Institutional Photography Intern (University Internship) — August 2022 - November 2023
Universidad Adventista del Plata — *Libertador San Martín, Entre Ríos, Argentina*
- I photographed official university events, faculty activities, Pathfinder events and graduation ceremonies.

Teaching Assistant — 2024 | 2026 | Present
Universidad Adventista del Plata — *Libertador San Martín, Entre Ríos, Argentina*
- **Semiotics:** second semester of 2024; currently resumed.
- **Visual Narrative Analysis:** first semester of 2026.
- I taught some classes and supported student learning through review sessions for midterm examinations.
- I assisted the lecturer with marking midterm examinations.

Communication and Audiovisual Production Volunteer June 2021 - December 2021
Misión del Oriente Boliviano - OYIM (One Year in Mission) *Santa Cruz de la Sierra, Bolivia*

- I collaborated with the Nuevo Tiempo Bible School and supported the communication team with live streaming, photography, social media content and audiovisual recording.

Administrative Coordinator (2019-2020) and Director of Communication (2018) 2018 - 2020
Instituto Quebrada León / Fundación Orión *Santa Cruz de la Sierra, Bolivia*

- **Administrative Coordinator (2019-2020):** I coordinated student workshop teams and followed up on the needs of each area and the students.
- **Director of Communication (2018):** I trained and led a team producing photography, music videos, animations, graphic design and articles for social media, events and the institutional website.

SELECTED PROJECTS

- **Noah - AI WhatsApp Bot (2026):** Development of an assistant using Node.js and Gemini API for natural-language reception and calendar scheduling.
- **Landing Page and Promotion - Campamento IM 2026 (2026):** Interactive information summary design, web development on Vercel/GitHub, and promotional links for Instagram and WhatsApp, integrated with Google Analytics.
- **Interactive Web Catalog - TwoFit Supplements (2026):** Mobile prototype with search, category filtering and dynamic order creation for WhatsApp Business.
- **"Bolivia, un viaje en el tiempo" (2026):** General organization, playwriting, stage-production breakdown and transmedia storytelling for UAP's Fiesta de las Naciones.
- **Final Integrative Project - TFI (2026):** Applied research on the semiotic analysis of spaces at Sanatorio Adventista del Plata (SAP) and their relationship with holistic well-being.
- **University Audiovisual and Documentary Productions:** Production and editing of short films and academic pieces at UAP ("Puppy Corp", "Los Géneros Discursivos", "El Hijo Pródigo en tiempos actuales") and productions in Bolivia ("Ayuda para Catalina", "Quiero ir al cielo", "Amazonía boliviana").

EDUCATION

Bachelor's Degree in Communication (Final Year in Progress) March 2022 - Present
Universidad Adventista del Plata (UAP) *Libertador San Martín, Entre Ríos, Argentina*

- Comprehensive technical and strategic training to design projects with social and organizational impact.

Computer Engineering / Computer Science (3 Semesters Completed) 2020 - 2021
Universidad Autónoma Gabriel René Moreno (UAGRM - FICCT) *Santa Cruz de la Sierra, Bolivia*

Seminar in Health Evangelism 2016 - 2017
Instituto Quebrada León (supported by LIGHT & Outpost Centers International - OCI) *Santa Cruz de la Sierra, Bolivia*

CERTIFICATIONS AND CONTINUING EDUCATION

- **Responsible Use of AI in Academic Contexts (ExcelencIA)** - Universidad Adventista del Plata (September 2026, 10 hours).
- **Semiotics and Media Analysis (Serialized Fiction & Binge-Watching)** - FHCIS, Universidad Adventista del Plata (August 2026).
- **ITERAR Conference: Mindset over Skill (Creative Processes)** - Itera Equipo Creativo & FHCIS UAP (August 2026).
- **Negotiation and Conflict Resolution (Harvard Method)** - FACEA, Universidad Adventista del Plata (October 2024).
- **4th International Congress on Communication and Religions (RELIGIOCOM)** - Even3 / International Academic Committee (June 2024).
- **OCI Argentina Convention: Reaviva la Misión** - Outpost Centers International & UAP University Extension Office (April 2024).
- **Public Speaking Workshop: How to Overcome the Fear of Speaking in Public** - UAP University Extension Office (June 2022).

TECHNICAL SKILLS, TOOLS, LANGUAGES AND REFERENCES

Creative and Audiovisual Software: Adobe Premiere Pro, Adobe Photoshop, Adobe Illustrator, Adobe Lightroom Classic, Adobe After Effects and DaVinci Resolve.

AI, Web and Productivity: Google AI Studio, Gemini API, ChatGPT, Codex, DeepSeek, Node.js, GitHub, Vercel, Notion and Google Workspace.

Languages: Spanish: Native • English: Intermediate.

Professional References: Dr. Walter Melo (Director, Communication degree program, UAP, walter.melo@uap.edu.ar) • Claus Nybo (Director, LifestyleTV & Lifestyle STAY, cn@lifestyletv.se) • Dosung Kim (Director, Instituto Quebrada León, dskim777@gmail.com).