

Alessandra Martín

Broadcast journalist



ACADEMIC STUDIES

Degree in Journalism

2001-2005

International University of Catalonia - Barcelona

Degree in Humanities

2001-2005

International University of Catalonia - Barcelona

Master's Degree in Audiovisual Journalism

2005-2006

CES School of Image & Sound - Madrid

Postgraduate in TV Presenter

2008-2009

University of Ramón Llull (Blanquerna) - Barcelona

Film and Audiovisual Acting Course

2011

Cinamaroom School - Madrid

Private Acting Classes & Workshops

2012

directed by Pape Pérez

LANGUAGES

Spanish
Catalonian
English

Native
Native
Advanced

FEATURED



2014 Reel, Argentina

Broadcast journalist



Argentina Shale

Digital Journalist



"Únicos", travel show program

TV Presenter



"Cròniques 8", news magazine

TV Presenter



"Mi Cámara y yo", social interest show

TV Reporter



"Tourspain", corporate communication

Event Reporter



E-noticies

Digital Journalist



L'Oréal Internet Spot

Actress



Leroy Merlin Tv Spot

Actress



Nivea Internet Spot

Actress

REELS



2014 Reel



TV Reel



Advertising Reel



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PROFESSIONAL EXPERIENCE

TELEVISION AND MEDIA



AMÉRICA 2 | América Group (Argentine National Private Tv Network)

June 2014 - Present

Panelist of "Intrusos", tv show entertainment.

March 2014 - June 2014

Panelist of "Intratables", political debate tv show.



A24 | América Group (Argentine news cable channel)

June 2014 - Present

News anchor of International information.

ARGENTINA SHALE

ARGENTINASHALE.COM (Oil and gas Internet news website)

March 2014 - Present

Directed a project designed to launch a news website specialized on energy information.



E-NOTICIES.CAT (the most influential Internet news website among politicians and journalists in Catalonia)

April 2012 - Present

Political, Cultural, Society and Sports **Correspondent**.



PREMIER CASINO | Telecinco (Spanish National Private TV Network owned by the Italian holding Mediaset Group, led by Silvio Berlusconi)

August 2012 - February 2014

Presenter of 'Premier Casino', a daily Telecinco, betting and online casinos broadcast.



GLAMOUR | Nova (Spanish National Private TV Network Atresmedia Group)

July 2012

Presenter of the pilot episode for international fashion magazine Glamour, produced by Spanish renowned journalist Ana García-Siñeriz.



TAL COMO SON | Telemadrid (Madrid Public Autonomous TV Network)

February 2011 - May 2011

Editor of the show "Tal como son", a Monday prime-time broadcast by Telemadrid dealing with celebrity news. V.I.P. contact list. Produced by El Torreón de Sol.



NOCHE 10 | LA 10 (Spanish National Private TV Network, Vocento Group' production company)

November 2010 - February 2011

Editor/Reporter in a political debate show presented by Ángel Expósito, the ex editor of ABC, a national daily newspaper.



ÚNICOS | Europroducciones TV (Vocento Group' production company)

October 2010

Presenter and screenwriter of a travel show program about extraordinary people recognized by Guinness World Record and recorded in Nepal.



MI CÁMARA Y YO | Telemadrid

August 2010

Reporter and newsroom editor of "Mi cámara y yo", a Social Interest show. Produced by El Torreón de Sol.



SUMMERTIME | La Sexta (Private National TV Network in Atresmedia Group)

May 2010 - August 2010

Editor and reporter of "Summertime", an entertainment reality show broadcasted on Saturday prime-time. Produced by Mediapro.



Cròniques 8 | 8TV (Private Catalanian TV Network in the Godó Group)

April 2010 - May 2010

"Cròniques 8" - **News Anchor** of 15 pilots for a news and entertainment-based live show. Produced by Mediapro.

March 2008 - March 2009

Tv Reporter of "Mira com Ballen" (dancing tv show).



TU DENUNCIAS | Canal Català TV (Private Catalanian TV)

June 2009 - March 2010

TV presenter of "Tu Denúncies", a daily show on high interest sociopolitical issues.

March 2009 - June 2009

News Anchor from Friday to Sunday.



LAS TARDES DE PEDRO RIBA | 25 TV (Private Local Barcelona TV Network, Vocento Group' production company)

October 2008 - May 2009

Coordinator of the show "Las Tardes de Pedro Riba", an entertainment TV magazine. Production tasks, ENG, scriptwriter, floor manager, and segment presenter for this Local Barcelona Network, broadcast on 160 local channels nationwide through the Vocento Group.



TV3 (Public Catalanian TV Network)

June 2007 - September 2007

Reporter and coordinator of the show "Els Matins", a current events magazine hosted by the renowned journalist Josep Cuní (searching for events, guests and locations for live broadcasts).



EUROPA PRESS (News Agency)

May 2006 - August 2006

Internship. **Editor** in Financial, Business and Agriculture.



CERCA DE TI | TVE (National Public TV Network)

July 2002 - November 2002

Hostess, co-presenter and model in the talkshow "Cerca de Ti", presented by Oscar Martínez.

CORPORATE COMMUNICATIONS



IPM (Company specialized in IT Strategic Solutions)
October 2013 - November 2013
Master of ceremonies in various client/partners meeting.



AVNET (Multinational Electrical Component Company)
September 2013
Master of ceremonies in the multinational's Partner Award Ceremony.



ENDESA (Spanish Gas and Electric Company owned by the Italian multinational ENEL)
March 2013 and August 2013
Presenter of the video tutorials for Endesas customers (in English).



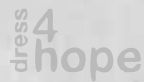
REPSOL (Spanish Energy Company with a strong presence in the oil and gas market) | **E-Nubes Comunicación**
2011-2012
Presenter of online tutorials for Repsol customers and sales representatives (english spoken).



AZKENA ROCK FESTIVAL | Last tour TV (Online Rock Television)
June 2012
Reporter in charge of interviewing all the rock celebrities invited to the Festival (english spoken).



APM, Madrid Press Association
February 2011 - December 2011
Video News Editor for #gratisnotrabajo. Educational workshops on association's activities and events.



DRESS4HOPE.COM | Carila S.L
March 2011 - June 2011
Directed a project designed to launch a brand of clothing for a local charity. Coordinator for the editing of corporate videos and the Communication 2.0 advertising and marketing campaign.



TOURSPAIN | Aftersharetv (Advertising Agency owned by Risto Mejide)
June 2011
TV Reporter of "A taste of Spain" event in London for Tourspain, a large event to promote Spain.



MINISTRY OF HEALTH, SOCIAL POLICY AND EQUALITY | El Torreón de Sol
February 2011
Production, editing and voice-over work on six tribute videos presented at Congress Palace, in presence of Spain's Prime Minister on National Woman's Day.



EUROPEAN PARLIAMENT
October 2006 - March 2007
Press Releases Editor, in charge of public announcements and Online News in the Press Office of a European Political Party in Brussels.

ADVERTISING



VOLKSWAGEN
May 2014
Leading Actress of VW "UP" campaign for Argentinian TV, Internet and Social Networks.



LEROY MERLIN (French Multinational specializing in "do-it-yourself" as well as the sale of home and garden equipment in 13 countries)
November 2011, November 2012 and October 2013
Leading Actress of TV and Internet Spots and two Telepromotions for Antena 3 News and "La Que se Avecina" on Telecinco.



ORBYT-UNIDAD EDITORIAL (Spanish Communication Media Group controlled by the Italian RCS Mediagroup)
July 2013
Leading actress of the TV/Internet Spot for the multimedia digital kiosk.



EL CORTE INGLÉS (Spain's largest retail group, a very diversified group which includes Spain's largest chain of department stores)
April 2013
Leading Actress for Internet and social network's campaign



L'ORÉAL
December 2012
Leading Actress for Internet and social network's campaign.



LENOR (Fabric softener brand)
September 2012
Leading Actress for TV/Internet broadcasted in Spain, Germany and Greece.



NIVEA
June 2012
Leading Actress and Dubbing Artist for the "LatinMotivus" national Internet campaign.



MOVISTAR (Spanish Telefónica cellphone operator)
May 2012 & May 2013
Supporting actress in the TV Spot announcing Spanish national soccer team's sponsorship.



MUSTELA (Baby Skincare brand sold worldwide)
May 2012
Leading Actress for Internet commercial. "Acting" with babies.



AGENCIA TRIBUTARIA (Spanish Tax Agency)
March 2012
Dubbing for the 2011 TV's tax campaign.