

CRISTINA E. TROYA  
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## **EDUCATION**

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Master of Arts in Education and Special Education. Minor Early Childhood Special Education. Honors, California State University Northridge, May 2004

Certified Early Intervention Specialist, California Northridge University, May 2004

Bachelor of Arts in Psychology, California State University Los Angeles, June, 1997

Harvard Business Leadership Program, 2015

Human Rights Coach Trainer Certification, Office of the High Commissioner for Rights.

Certified Infant Massage Therapist, Foundation for Healthy Family Living, June 2002

Online Education, Rick Baker Music Management and Social Media Management 2022

Digital Marketing Institute, Social Media Manager, 2022

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## **EXPERIENCE**

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**Employer:** Performing Artists

**Position:** Media Management

**Duration:** May 2020 to present

**Location:** Panama City, Panama

- Create and schedule quality content for an artists' social pages.
- Design and implement advertising campaigns to promote products, artists, and releases.
- Responsible for developing and executing strategic marketing plans in order to attract potential customers and retain existing ones.
- Event Planning and logistical services
- Contract Negotiation
- Analyze data to evaluate the success of marketing efforts and come up with new ideas to improve brand marketing and exposure
- Develop pricing strategies for products and services of my clients

**Employer:** AVACA

**Position:** Director

**Duration:** March 2020 – June 2021

**Location:** Panama City, Panama

- Promote communication and collaboration between civil society, government entities and the community.
- Lead efforts, engaging leader organizations and actors
- Lead efforts and promote initiatives with government agencies that are in line with UNESCO Heritage Guidelines.
- Plan and manage events
- Government and corporate fundraising
- Manage and create content for all social media platforms and civil society partners
- Monthly reports to board of directors

**Employer:** Special Olympics International

**Position:** Global Youth Technical Assistance Manager, Consultant

**Duration:** August 2018-May 2019

**Location:** Panama City, Panama & Washington D.C.

- Developed and disseminated program-specific technical assistance for a global project focused on promoting the social inclusion, with a focus on inclusive education, of persons with disabilities & their families in partnership with an international private foundation
- Created innovative digital technical assistance tools and professional development opportunities.
- Created mechanisms to collect and disseminate best practices from all global programs
- Supported communication channels between programs, foundation and headquarters
- Analyzed program data to generate recommendations for improved results-based evidence
- Collaborated continuously with a multidisciplinary team to use data and to drive technical assistance planning
- Participated in global meetings with programs, donors, governments, stakeholders and families.

**Employer:** Special Olympics Latin America

**Position:** Organizational Development Manager, Consultant

**Duration:** August 2016-July 2018

**Location:** Panama City, Panama & Ecuador

- Developed alliances with Organizations of Persons with Disabilities, NGOs, Civil Society, United Nations and government agencies to support public policy initiatives and technical capacity around persons with disabilities
- Developed and guided implementation of policies and procedures for organizational development
- Provided technical assistance, strategic representation, monitoring and evaluation
- Conducted programming and development research to strategically advise programming, policy development and fundraising
- Served as liaison to stakeholders, headquarters, regional office and national programs of the LAC Region
- Responsible for the design, implementation, coordination of the organization's global strategic plan

**Employer:** Joseph P. Kennedy Jr. Foundation

**Position:** Regional Disability Specialist. **UNICEF**, Latin America and Caribbean Regional Office

**Duration:** February 2014– April 2016

**Location:** Panama City, Panama

- In close collaboration with the Education Section of the UNICEF Regional Office for Latin America and the Caribbean, Early childhood and Disabilities Sections in UNICEF Headquarters, provided technical assistance and capacity building to country offices on sport for development, inclusive education, early childhood development and disabilities
- Supported the Gender, Non-Discrimination and Adolescents Section of the UNICEF Regional Office for Latin America and the Caribbean
- In cooperation with the Joseph P Kennedy Jr. Foundation and UNICEF promoted and organized events in the Latin American and Caribbean Region

**Employer:** Open Society Institute

**Position:** Technical Assistance

**Duration:** November 2012– December 2013

**Location:** Peru and United States

- Consultant for the collaborative project between The Open Society Institute’s Early Childhood Program and Peru’s Ministry of Social Inclusion
- Trained pedagogical coordinators, health and nutrition specialists and thousands of caregivers who provide direct services to families and children born into extreme poverty.
- Traveled extensively throughout Peru in an effort to provide ongoing mentoring and support to trainers, caregivers and families

**Employer:** Columbia University

**Position:** Early Head Start, Director

**Duration:** October 2007 – October 2014

**Location:** New York, New York

- Coordinated and managed multiple projects
- Developed curriculum, social and inclusive programming for children and families
- Maintained and developed collaboration with university and community agencies

**Employer:** Columbia University

**Position:** Early Head Start Education Program Coordinator

**Duration:** May 2005 - October 2007

**Location:** New York, New York

- Provided supervision, coordination, and training on assessment, curriculum planning and developmentally appropriate practices
- Ensured compliance with Federal Early Head Start Performance Standards

**Employer:** California Pediatric & Family Services / [A.B.L.E. www.cal-peds.com](http://A.B.L.E. www.cal-peds.com)

**Position:** Early Childhood Education Program Director

**Duration:** April 1997 - October 2004

**Location:** Los Angeles, California

- Supervised center-based and in-home programming
- Supervised and coached capacity building for all staff in the Los Angeles Metropolitan area

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## **LANGUAGES & CITIZENSHIP**

- Spanish & English – Fluent
  - United States-Citizenship
  - Ecuador- Citizenship
  - Panama-Residency
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## **CORE COMPETENCIES**

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- Build and Maintain Partnerships,
- Self and Ethical Awareness
- Results-driven project management
- Social Media Management and Marketing.
- Advanced understanding of Microsoft Office and creative software
- Strategic thinker
- Works Collaboratively with others
- Creative and Artistic
- Willing to travel occasionally
- Core Values: Care, Respect, Empathy, Integrity, Trust, and Accountability