

ALE S. PEGUERO

(323) 893 8284 | peguero.ales23@gmail.com | [Linkedin](#)

FILM, THEATRE, & MARKETING

UCLA Latine Film & Theatre Association | *Project Manager - Producer - Director*

October 2024- May 2025

- Produced a short musical film, overseeing a 30-person crew, managing the location reservation process, supporting cross-departmental communications & artistic teams while implementing safe film-making practices in the aftermath of the LA January fires
- Directed original plays with actors of varied experience levels, developed production timeline, and collaborated with stage manager & tech crew in theatrical design
- Implemented accessible and inclusive theatre & film-making spaces, ensured leadership and cast/crew accountability through community discussion, comprehensive conflict resolution, and data gathering tools like surveys
- Designed and edited promotional materials, including project posters, film trailers, social media posts, flyers, and a digital festival program
- Successfully presented original works to over 480 attendees total at our annual two-day showcase, Night of Cultura

Get Lit | *Creative Career Lab Fellow*

July 2024- June 2025

- Envisioned, strategized, and designed a set of apparel products based on an environmental-justice themed film
- Trained in concept decks, market research, final product mockup, and messaging strategy
- Mentored by leading arts administrators, marketing, & film industry experts on inclusive creative marketing strategies
- Studied the organization's social media and branding strategy through analysis of SEOs, KPIs, and CTR
- Established familiarity with project management software through Development & Fundraising training
- Furthered understanding of corporate and arts administration culture through Organizational Leadership training

Women in Film | *Community Outreach Research Intern*

Fall 2018

- Advised leadership on how to expand their outreach strategies to advance the inclusivity of BIPOC applicants
- Produced a diversity, equity, and inclusion toolkit for alliance-building efforts
- Managed a database where I tracked emerging TV and Film opportunities
- Researched Women of Color film collectives for future outreach sites

COMMUNITY ENGAGEMENT & ADVOCACY

InnerCity Struggle | *United Students- Coordinating Committee*

2015- 2023

- In coalition, successfully campaigned for construction of a community Wellness Center
- Facilitated workshops on gender and sexuality for youth and parent committees
- Conducted research on school climate and proposed resolutions in delegations with school administration
- Devised original creative work for communications campaign and policy advocacy
- Organized across Los Angeles and California in grassroots campaign efforts to advocate for health and educational equity

Transgender UCLA Pride | *Board Member- Outreach Coordinator*

2021-2022

- Assessed performance, funding, and devised weekly programming
- Increased student membership by 50% in both virtual and in-person meetings
- Partnered with community based organizations to collaborate on program development
- Recruited alumni through a newsletter and social media outreach & facilitated alum panel

NOTABLE ACHIEVEMENTS

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- Venice Arts Digital Storytelling Pre-Apprentice (2024)
 - GEI (2018)
 - Certified Mediator by the Institute for Non-Violence Los Angeles (2021)
 - Jordan Brand Wings Scholar (2018)

ADDITIONAL INFORMATION

Skills | Project Management, Creative Direction, Inclusive Creative Marketing, Conflict Resolution, Research, Facilitation

Programs | Google Suite, Zoom, Slack, Canva, Instagram, Adobe Premiere Pro, Illustrator, Photoshop, CapCut

Languages | English, Spanish

EDUCATION

University of California, Los Angeles | *Chicana/o and Central American Studies*

- Concentrations: Labor, Law, & Policy Studies; Expressive Arts