

***Tamara Sophie Kohler Torres***

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Journalist, Publicist with a specialty in strategic communication, graduate in History of political ideas in Chile, with specialization in Humanities from the Diego Portales University. With six years of experience in research, communication and local territorial management. In addition to academic professionalization, I have worked for more than five years in customer service, product sales, and as a promoter and host of big brands. My vocation for service has been my passion and my best tool to advance in the fulfillment of my personal goals. I have traveled the world trying to understand other cultures and perfect my level of English and communication skills.

### **Additional academic training**

#### **Diploma in tools for leadership and public management**

Pontifical Catholic University of Chile

August 2023 – present

#### **Intensive face-to-face English course in Manhattan, New York**

Zone Language Centers New York, United States

B2 level certified

February to May 2023

#### **Creative writing workshop with Raúl Zurita and Montserrat Martorell**

June 2021

#### **Minor in Humanities. Fundamental processes in the configuration of contemporary culture**

Diego Portales University

2018 - 2020

#### **Honors Diploma in History of Political Ideas in Chile and Historical Processes**

Diego Portales University

2016 – 2018

### **University education**

#### **Journalist, Graduate in Social Communication**

Diego Portales University

2014 – 2018

**Publicist, Strategic Communication Specialist.**

Diego Portales University

2013 – 2017

**Work experience****Journalist, researcher and writer**

<https://www.independencia.cl/>

**July 2023 to present**

I am currently working on the development of a management report for the municipal administration for the last twelve years. It is a project that began as an investigation and will become a physical, interactive and digital book that will allow the residents of the commune to navigate public investment in the territory.

**Translator and interpreter for business meetings in Latin America**

<https://tr.linkedin.com/company/deko-elektrik>

**November - December 2023**

I worked as a translator for Deko Elektrik, a Turkish company that seeks to open its markets in Latin America by offering electrical security products for homes and companies. The meetings occurred in person in the cities of Santiago, Lima, Bogotá and Medellín.

**Journalistic Producer Special Report, TVN (National Television of Chile)**

<https://www.tvn.cl/>

**2022-2023**

I was in charge of making proposals for investigations, reporting, investigation and journalistic production for the preparation of reports for the 2022 season of Special Report and Sunday Chronicles of the 24-hour newscast.

Among my duties were the execution of field work to effectively search for sources for journalistic production, I had to manage interviews and coordinate work teams for the execution of investigative reports, review historical documents and archival sources to verify the various hypotheses. research.

My work also consisted of writing creative messages and presenting investigative content for TVN digital platforms such as Twitter, Instagram and others.

**Journalist and Communication Advisor, Independencia Municipality**

<https://www.independencia.cl/>

**October 2018 - March 2022**

I started working in this communications team as an intern in October 2018. Then I was hired as a team professional, developing tasks as a journalist and publicist. I served as coordinator and creator of various advertising and information campaigns with 360° application in the local

territory, I was part of the development and execution of the communication strategy for the municipal management of Independencia and as a team journalist, carrying out press management and network management. social, translating the territorial work into information products for residents, such as the community newspaper and the improvement and optimization of the website.

I worked on the ground with neighbors and *stakeholders* of the administration to publicize local initiatives and make an effective connection with the environment.

### **SEO Trainee Editor at the Rompelanza Digital agency**

**May to August 2021**

<https://www.rompecabeza.cl/>

I did an internship at this digital agency, with a focus on SEO positioning and content optimization for clients in the health area in the most important search engines on the internet. Among my tasks was the writing of optimized content of texts that allowed a strategic digital positioning of the brands, improving customer performance through the writing of optimized texts.

### **Journalistic investigative intern Center for Journalistic Research (CIPER)**

**January to December 2020**

<https://www.ciperchile.cl/>

Research internship where I was in charge of carrying out journalistic reporting in the field, searching and proposing research topics and sources for reports.

Writing work and final structure of reports, management and analysis of data and information for the creation of written journalistic pieces.

### **Practitioner Postgraduate Management Diego Portales University**

**October 2019 to December 2019**

I carried out this internship as a communications assistant for the UDP postgraduate team. Among my duties was conducting interviews with master's and doctorate academics and professionals from the different programs, in order to publicize and promote continuing university education. Website modernization and communication dissemination.

### **Subdere communications team intern, Ministry of the Interior**

**January to March 2017**

In this internship I worked as a journalist and publicist in the team through the creation of content, conducting interviews of officials for internal communication products and the development of a communication strategy between regional authorities to optimize information from the central government.

## **Teaching assistant Diego Portales University - 2015-2021**

From my second year of university, until the year of graduation, I worked as an assistant to various professors in advertising and journalism careers in the following fields:

**Argumentation and Critical Thinking.**

**History of Chile I and II.**

**Contemporary history.**

**Communication Theories.**

**Society and Communication.**

## **Nestlé breakfast project host and receptionist**

**Pro Gestión Agency - Nestlé**

**2016-2019**

## **Nestlé promoter - various brands, including Nespresso, Dolce Gusto**

**Pro Gestión Agency - Nestlé**

**2013 - 2016**

My first job in Santiago consisted of working as a sales promoter for coffee machines in the two leading brands in the market during those years of the prestigious Swiss company Nestlé. I thought that working in this would allow me to finance my university studies, but ultimately this experience in customer service allowed me to develop my communication skills, practice my level of English and develop a passion for customer service in the long term. I then worked as a breakfast project host, also for the Nestlé brand to promote specific breakfast products in promotional activations.

## **Host and receptionist at Isla Llancahue - Rustic cabins in southern Chile**

**Llancahue Island Ecological Center**

**2010-2013**

## **Aptitudes**

- English: Advanced written and spoken
- Advanced level in MS Office
- Management of digital platforms such as Wordpress and Hootsuite
- SEO positioning management in main internet search engines
- Management of Google Analytics, Facebook Ads and social networks
- Teamwork and leadership

## **Relevant media publications**

**Finalist for the Journalistic Excellence Award from the Alberto Hurtado University. Category: Journalistic investigation: "Adolescent mental health: National emergency", April 2023**

<https://www.uahurtado.cl/ya-estan-los-finalistas-del-premio-periodismo-de-excelencia/>

## **Written investigative report - CIPER Real Estate**

<https://www.ciperchile.cl/2021/01/14/en-medio-de-la-crisis-de-2020-brazo-inmobiliario-de-larrainvial-inicio-acciones-legales-que-pueden-dejar-sin-casa-a-mas-de-250-deudores/>

### **Report on CIPER territorial assemblies**

<https://www.ciperchile.cl/2020/02/14/yo-me-organizo-en-la-plaza-las-cientos-de-asambleas-que-surgieron-tras-el-estallido-social/>

### **CIPER journalistic investigation on Carabineros of Chile during social outbreak**

<https://www.ciperchile.cl/2020/02/03/las-mentiras-de-carabineros-para-justificar-la-golpiza-a-moises-ordenes/>

### **TVN Reports Special Report and Chronicles 24 hours 2022**

[PDI Case Investigation](#)

[Mental Health Research](#)

[Hospital Research](#)

[Sunday Chronicle: HIV](#)

[Sunday Chronicle: Smoking](#)

[Sunday Chronicle: Breast cancer in Chile](#)

[Sunday Chronicle: Victims of domestic violence](#)

## **7. Professional references**

### **Patricia Morales**

National Coordinator of Large Companies - Nestlé of Pro Gestión Chile.  
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### **María José Farías**

Head of Communications Subdere Ministry of the Interior  
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