

# Dulce María López

• [www.dulcemarialopez.com](http://www.dulcemarialopez.com) • [dulce-marlo@berkeley.edu](mailto:dulce-marlo@berkeley.edu) • [linkedin.com/in/dulcemlopez](https://www.linkedin.com/in/dulcemlopez) •

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## EDUCATION

<b>University of California, Berkeley,</b> Degree: Bachelor of Arts in Media Studies and Practice of Art minor	December 2018 GPA: 3.70
<b>Universidad de la Habana, Cuba</b>	(Spring 2017)
<b>Universidad Nacional Autónoma de México, México</b>	(Fall 2018)

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## WORK & INTERNSHIP EXPERIENCE

### Visual Communications Manager, Change Consulting, *Oakland, CA* **04/19 - Present**

- Inaugurated and coordinated the first Visual Communications Department in the agency, working in collaboration with the Engagement and Strategy departments to serve nonprofits and foundations.
- Generated branding strategies, logos, and designed visual advertising content for foundations and nonprofits using Adobe Photoshop, Illustrator, Premier and Canva. Gained over 16K followers on Instagram within a year and a half.
- Developed marketing content in Spanish, providing social justice information to a diversified audience.
- Placed infographic in Los Angeles Time to portray a client's impact on California elections and how it affects POC.

### Independent Artist and Communications Strategist, Dulce Maria Lopez' Art **06/14 - Present**

- Managed personal branding, strategized publicity, designed a website on Wix, and launched my personal merchandise and online shop. Within a year, I hired two assistants and grew my social media and web visitors organically.
- Carried out the first celebratory community mural, 13 by 3 meters, in the rural "El Llano En Llamas" region in Southern Jalisco. I also organized a press conference to reveal the mural and interviewed with the local press.
- Lead logistical operations and a press conference to paint a mural in the U.S.-MEXICO border wall. The project was conducted along with Quetzal Migrante to raise visibility to Central Americans and the "Remain in Mexico" policy.
- Fundraised through personal designs, spread awareness, and provided economic aid to children victim of femicides, educational resources for Mexican rural kids, support to victims of Ayotzinapa, and numerous other issues.
- Mentored students on art as a form of history recovery and resistance. Worked with high schools and middle schools in the United States, in Mexican rural communities, and in Peruvian indigenous communities.

### Gallery and Marketing Assistant, Mission Cultural Center for Latino Arts, *San Francisco, CA* **06/17 - 07/19**

- Collaborated in the preparation of one of the biggest Day of the Dead exhibits in San Francisco in the last years.
- Recruited volunteers and prepared exhibits by choosing and archiving artwork and producing marketing material.

### Illustrator, The Daily Californian, *Berkeley, CA* **06/15 - 12/15**

- Designed the front page featured illustrations for my university's newspaper's by using Adobe and mixed materials.

### Coordinator and Political Artist, Art For Social Change (AFSC), *Berkeley, CA* **10/14 - 05/18**

- Achieved a new high in AFSC members every semester. I placed AFSC among one of the most successful Political, Art, and Community Service student organizations in UC Berkeley and in the Bay Area.
  - Organized fundraisings by selling artwork designed by me and AFSC members. Donated to local and international causes. Raised an average of \$400 per fundraiser.
  - Delegated workshops and provided tools to foster attainable art education and training.
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## ART SHOWCASING & HONORS

<b>Individual Artist Fellow, California Arts Council, <i>Sacramento, CA</i></b>	<b>2021</b>
<b>Berkeley Art Work Fellow, Berkeley City's Art Commission, <i>Berkeley, CA</i></b>	<b>2021</b>
<b>35x35 Bicentennial, Consulate General of Mexico in Los Angeles, <i>Los Angeles, CA</i></b>	<b>2021</b>
<b>Hija Ausente: Stories of an immigrant, UCSD Cross-Cultural Center, <i>San Diego, CA</i></b>	<b>2020</b>
<b>Rostros de Mujer, Mission Cultural Center for Latino Arts, <i>San Francisco, CA</i></b>	<b>2019</b>
<b>Casa de la Universidad de California, <i>México City, México</i></b>	<b>2018</b>
<b>U-Tópicas, <i>Mexico City, México</i></b>	<b>2018</b>
<b>Kerner Commission Fellowship, Other &amp; Belonging Institute, <i>Berkeley, CA</i></b>	<b>2018</b>
<b>Annual Immigrant Art Gala, UC Berkeley, <i>Berkeley, CA</i></b>	<b>2015, 2017</b>
<b>Authority, UC Berkeley Art Practice, <i>Berkeley, CA</i></b>	<b>2017</b>
<b>Mexicanos al Grito de Guerra: We didn't cross the borders, the border crossed us, <i>San Francisco, CA</i></b>	<b>2016</b>
<b>Honorable Mentions, Arc Youth Fest, <i>Oakland, CA</i></b>	<b>2016</b>
<b>Don't Text Mural, StateFarm, <i>Santa Ana, CA</i></b>	<b>2015</b>

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## SKILLS

**Computer:** HTML, Adobe (ex. Photoshop, Premiere), Google Drive, Microsoft Office, ChimpMail, Wordpress, Wix, Hootsuite  
**Languages:** Spanish      **Art:** Photography, painting, watercolor, screenprinting, sculpture, graphic design, acrylics