### Alan Obrador Nogues

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# Profile

* Experienced broadcast and print journalist with earned credibility and outstanding reputation throughout 20 plus year career in the communications industry.
* Proficient in the development of strategic communication programs for corporate organizations and Governmental agencies. Strong writing skills.
* Media Relations subject matter expert. In-depth knowledge of the inner working of local and international media outlets, i.e. CNN, BBC, HBO, Showtime, ESPN, AP, Al-Jazeera and radio broadcasting.
* Skilled in the use of press releases and social media to support corporate internal and external communication efforts.

# Professional Experience

**Department of Education (DE), San Juan, PR** (2012 to 2015)

**Director of Communications & Media Relations. (Fulltime)**

* Developed overall image and communications strategy in close coordination with the Secretary of Education and the Government communications team.
* Led and supervised all interactions of the Secretary with media outlets. Led team on communication strategies, crafted messages, and successfully launched first government social media platforms.
* Served as primary spokesperson for the Secretary and trained Departmental Secretaries in proper ways to address media during complex and controversial matters.
* Supervised the agencies communications and public relations staff.
* Achieved efficient communication strategies and quick responses to multiple high profile public school labor and education crisis.
* Helped in building strong bond with the local press by attending then on time and with respect and knowledge of their duties.

**Director of Sports and Recreation. (Fulltime)** (2008-2012)

**Guaynabo City**

* Initiated community outreach, internal and external communications to promote city sports and recreation programs.
* Developed and restructured sports programs for city residents (population 100,000).
* Designed and managed innovative new schedules and uses for all sports and recreation facilities.
* Institutionalized programs for all demographics, including children, competitive athletes, recreational athletes and elderly population. From Yoga to Zumba, passive exercise programs for the third age that included exercising in the morning at local malls (CAMPIRA) and many others.
* Collaborated with Little League, volleyball, soccer, basketball and boxing organizations to create alliances between the City and their competitive sports, resulting in great satisfaction for the parents of Guaynabo City.
* Convinced the Mayor to establish Guaynabo’s first Dog Park and created alliances with the Humane Society for various low cost vaccinations for all residents of Guaynabo. Created program for basic obedience classes for dog owners at no cost.

***Media Relations and Public Relations Director/ Puerto Rico Islanders*** *(2005 to 2008)*

***(United Soccer Leagues) USL.***

* In charge of all media relations of the Club, press releases, interviews, web and social media.
* Crafted and directed all interactions with media outlets. Developed and executed special promotional events.
* Traveled with the team to all their visiting games.
* Provided media with all the tools they needed for great coverage.
* Achieved outstanding media coverage of the Puerto Rico Islanders.

**WIPR, Channel 6** (1998 to 2005)

**News Anchor (Fulltime)**

* Designed and implemented innovative programming concepts. Produced and conducted daily newscast.
* Served as producer and commentator for various international sporting events.
* TV producer, anchor and commentator and of Central American Games 2010 in Mayaguez, Puerto Rico.

**University Sports Interleague (LAI)** (1997 to 1998)

**Director of Communications & Media Relations. (Fulltime)**

* Built web-based communications platform between the league and all major media outlets.
* Organized and produced inter collegiate track competition.
* Crafted and directed all interactions with media outlets.
* Distributed daily results via email, fax through press releases.

**Department of Sports and Recreation** (1994 to 1997)

**Director of Communications & Media Relations. (Fulltime)**

* Crafted press releases and developed messaging for Secretary’s public speeches.
* Developed and implemented plan to promote high performance athletes.

**TV Experience (Both as host and commentator)**

* **NCAA Volleyball Analyst for the University of Miami (UM) Women’s volleyball local games (Present)**
* **Boxing Commentator for Univision Sports Network. (Present)**
* Solo Boxeo Tecate
* World Series of Boxing
* AIBA Pro Boxing
* ESPN 3
* ESPN Deportes.
* FIBA Americas.
* HBO Boxing.
* Showtime Boxing.
* Al Jazeera.
* Univision.
* Telefutura.
* DirecTV.
* Superior League Volleyball Transmissions (Caribbean and PR).

**Radio Experience**

* Notiuno/ Sports Section 630 AM.
* Morning Sports Section in Salsoul 99.1 FM. Daily sports section.
* Estadio 39 107.7 FM. M-F from 7-9 PM.

# Education

**Universidad del Sagrado Corazon, San Juan PR**

**Bachelors in Journalism May 1995.**

**Other Skills**

* **Professional Volleyball Coach for more than 25 years. Technical Director at Doral Volleyball Academy (Volleyball resume provided under separate cover).**
* Professional K9 Trainer and handler (Graduated from Southern Coast K9) Daytona, FL.

References upon request.