

Contactar

www.linkedin.com/in/mamensala
(LinkedIn)

Aptitudes principales

Community Management
Journalism
Corporate Communications

Languages

English (Full Professional)
Spanish (Native or Bilingual)
Catalan (Professional Working)

Mamen Sala

US Correspondent | TV Anchor | Reporter | Criminologist |
Multimedia Journalist | Entrepreneur
Nueva York, Nueva York, Estados Unidos

Extracto

Mamen Sala is a U.S. correspondent for a Spanish National TV Group called Mediaset and France24 Spanish. As a tv anchor she's covered the breaking news in this country in different fields such as politic, social, economic and sport. Great Skills to live coverages and live reporting and long and demonstrated experience on producing, filming and editing tv reports. Confident, talented, results-oriented and qualified reporter command in video shooting and producing content.

Now, also entrepreneur through Chef Training U.S., a company based in Miami and New York that is specialized in training and career programs that connects U.S. employers with the best possible employees around the world in the hospitality and culinary industry. We foster international opportunities for young candidates around the world by connecting people and driving them in the process of acquisition of their visas. Sport lover and believer of this philosophy of life: Mens sana in corpore sano.

- Journalist (14 year's experience)
- Video reporter (4 years experience)
- TV anchor (2 year experience)
- TV editor (2 year experience)
- Fluently Spanish & English
- Legally to work in USA and Europe
- Confident in multimedia tv position

Experiencia

Mediaset España

9 años 2 meses

US Correspondent

abril de 2017 - Present (9 años 2 meses)

New York, NY, United States

New York News Correspondent at Telecinco & Cuatro
noviembre de 2017 - diciembre de 2025 (8 años 2 meses)
Greater New York City Area

Everything is in constant flux and transformation. The world is spinning and we are inside it for spread out the word to the world. Skilled in live broadcast, breaking news, radio, tv and communication.

FRANCE 24

8 años 8 meses

New York Correspondent
abril de 2018 - Present (8 años 2 meses)
New York

Live connections, articles and reports from NYC for international media outlets.

US Correspondent

octubre de 2017 - diciembre de 2025 (8 años 3 meses)
New York, NY, United States

La Razón

New York Correspondent for Daily Newspaper
enero de 2023 - Present (3 años 5 meses)
New York, United States

You can read my work here: <https://www.larazon.es/autores/mamen-sala/>

Chef Training U.S.

President & Co-founder
agosto de 2016 - Present (9 años 10 meses)
Greater New York City Area

CHEF TRAINING U.S. IS THE LEADING SPECIALIZED TRAINING AND CAREER PROGRAMS THAT CONNECT EMPLOYERS WITH THE BEST POSSIBLE EMPLOYEES IN THE HOSPITALITY AND CULINARY INDUSTRY.

Universitat Oberta de Catalunya

Adjunct Professor Journalism B.A.
febrero de 2024 - Present (2 años 4 meses)
New York, United States

I'm a collaborating faculty member for the course Introduction to Journalism. In today's information society—shaped by an overwhelming flow of content across countless platforms and formats—it's natural to question why

journalism still matters. In this course, we guide on learning journey to understand the role of journalism, the responsibilities it carries, and the ethical questions it raises.

W Radio Colombia

US Correspondent

junio de 2019 - septiembre de 2019 (4 meses)

New York

Socarrat

Director of Marketing and Communications

noviembre de 2015 - noviembre de 2017 (2 años 1 mes)

Nueva York y alrededores, Estados Unidos

Coordination of online and offline Marketing campaign.

OBJ:OBJ:

Offline:

- Represented the Restaurant in promotional activities and specialized events such as Spain Great Match (annual event organized by the Trade Commission of Spain).
- Identified value propositions and key messages for all of the company's marketing campaigns.
- Managed Mass Media publications: Time Out, Press Herald, Eater NY and Village Voice. Write Press - Release, Media advisory's, articles, content of brochures, and any other communications.
- Coordinated the design of merchandising and promotional material, such as NYC Restaurant Week promotional material and restaurant merchandising.
- Created promotions and coordinated the participation in promotional activities and events for renowned institutions such as Institute Cervantes and the Spanish Chamber of Commerce. Designed a strategy to position the Restaurant against competitors. Performed market research and analyze data for the expansion of the company.

Online:

- Organized digital cross-promotion efforts. Facilitated strategic planning process to clearly articulate client companies' vision, mission, value proposition, brand architecture and positioning
- Designed Facebook, twitter and Instagram promotions and outreach initiatives for an improved end-user experience. As a result, generated a 40% in revenue for the Nolita Restaurant.

- Monitored all Social Media accounts and Website, creating and editing content. Created promotional video content and regular content
- Implemented social listening and reputation management tools to monitor competitors. Chief Editor of the monthly newsletter; coordinate process and edit content.

telemadrid

Correspondent US during American elections
 noviembre de 2016 - noviembre de 2016 (1 mes)

Live connections for USA president elections.

Talenthouse

Digital Marketing Assistant & Community Manager & Communication Manager

agosto de 2014 - noviembre de 2015 (1 año 4 meses)

Greater Los Angeles Area

Alex Galvez Law Office

- Directed and coordinated promotional marketing activities.
- Community Manager. Launched and managed the day-to-day execution of Social Media listening, messaging and content curation. Updates in the website and email campaigns.
- Developed and executed communication strategies for the law office, such as its participation in some Radio shows (at Univision Radio), assistance to some Trade Shows, interviews on TV (Telemundo, Univision, CNN) and newspaper. Example: Los Angeles Times.
- Lead and support development and execution of events including Press conferences, Press release, screening events and experiential initiatives such as free consultation on charity organizations.
- Developed and managed ongoing relationships with writers and editors from major, relevant print publications, websites, blogs and specialized press.

Designed an outreach campaign strategy for the Creative Contest "Think Big".

- Developed and implemented digital strategic and Social Media Marketing proposals and plans.

- Created compelling and original content for Marketing and email campaigns (online and offline), Social Media platforms, and Blog to engage communities.
- Developed creative strategies to secure social media marketing and influencer partnerships
- Created best practices for social listening, content curation, audience development and compliance reporting.

Antena 3

Reporter TV Show "Es posible" and "Ciudadanos"
enero de 2013 - septiembre de 2013 (9 meses)

- Planning coverage. Producing, screenwriting, video-editing, fact-finding and field reporter. Video editing. Collected data from a variety of sources.
- Life daily connections from all around Spain and France and daily reports, even with tight deadlines.
- Presented creative solutions for stories that were not necessarily newsworthy.

La Sexta

Reporter TV Show "Equipo de Investigación"
marzo de 2010 - junio de 2012 (2 años 4 meses)
Madrid y alrededores, España

- Worked closely with executive producers to research ideas, set up interviews, and produce compelling new stories.
- Conducted investigations for months that lead to interview that was decisive in a murder case and was bought by international media.
- Planning coverage. Producing, screenwriting, video-editing, fact-finding and field reporter. Video editing. Collected data from a variety of sources.
- Legal research and competencies were put to practice in to investigate stories and gather information using contacts as leads. Some examples of this include a documentary about routes used by drug and people traffickers.
- Conducting interviews with politicians but as well with murder suspects, prostitutes, representatives of the police department.
- Engaged viewers via Facebook and Twitter every day.

Antena 3

TV Reporter and Editor in chief
mayo de 2007 - enero de 2012 (4 años 9 meses)

- Report live for Morning and Night Shows: including major events such as ETA's terrorist attack, Samaranch's death and the Urdangarin Trial.
- Researched, produced and delivered daily television news and entertainment reports. Interviewed celebrities: Penelope Cruz, Kevin Costner.
- Coordinated a team of 5 reporters.
- Planning coverage. Producing, screenwriting, video-editing, fact-finding and field reporter. Video editing. Collected data from a variety of sources.
- Found and developed story ideas on a daily basis.
- Worked closely with executive producers to research ideas, set up interviews, and produce compelling new stories.
- Pitch story ideas
- Conducted investigations for months that lead to interview that was decisive in a murder case and was bought by international media.

TVE

Reporter TV Show "Por la Mañana"

junio de 2006 - mayo de 2007 (1 año)

- Reporter on the field for the TV show. Planning coverage. Producing, screenwriting, video-editing, fact-finding and field reporter. Video editing. Collected data from a variety of sources.
- Conducting interviews with politicians but as well with murder suspects, prostitutes, representatives of the police department.
- Life daily connections from all around Spain and France and daily reports, even with tight deadlines.
- Presented creative solutions for stories that were not necessarily newsworthy.

Agencia EFE

Journalist intern

2005 - 2005 (menos de un año)

- Conducting interviews with readers, sources and anyone directly involved in a story.
- Quickly collecting and analyzing information on breaking news.
- Attending press launches, meetings and conferences.
- Contacting victims of crime and people who may have a story. Attending to press conferences and news and reporting about it.
- Following up leads for potential new stories.
- Conducted extensive research and interviews for consumer and investigate units. Interviewed contacts for stories airing same day.
- Helped in the control room.

RTVE CORPORACIÓN

Journalist intern

2005 - 2005 (menos de un año)

One of the most popular weekend radio shows. On air for 17 years.

Responsibilities:

- Contacting interviewees, collecting information and interviewing potential participants on the phone as a screening for the program.
- Collecting information about news.

Helping create text.

Answering messages and calls during the program.

Creating database.

Coming up with original old Spanish tales to talk about them during the radio show.

- Work as a multimedia journalist to produce, edit, and write up to two new packages a day under a tight deadline.

Educación

Universitat Internacional de Catalunya

Bachelor's Degree, Mass Communication/Media Studies · (2002 - 2006)

Universitat Internacional de Catalunya

Bachelor's Degree, Criminology · (2006 - 2008)

Universitat Oberta de Catalunya

Bachelor of Laws (LL.B.), Derecho · (2008 - 2012)

University of California, Los Angeles

Master's Degree, Marketing · (2014 - 2015)