

ALICIA "BRUCE" TRUJILLO

SUMMARY OF QUALIFICATIONS

- 20 years experience in small to large scale music, arts, and entertainment programming, including in person and virtual events
- Leadership and management in music and arts organizations
- Hosting, fundraising, production, training, online and social media presence
- Excellent public speaking, written word and online communication

RELEVANT WORK EXPERIENCE

Owner, Jefa July 2023 - Current
Manos Sagrados Denver, CO

- Oversees operations, partnerships, rentals and programming, including planning and promotion, building management and production.
- Partner booking and event production with several community partners, including Visit Aurora, Civic Center Conservancy, and
- Coordinate with multiple organizations and partners to plan, execute and produce impactful programming

Lead Discovery Talent Buyer & Specialty Parties Liaison April 2023 - Present
Underground Music Showcase Denver, CO

- Talent buyer with a range of diverse local and regional musical acts for Rocky Mountain region's largest music discovery festival
- Work with team to book and manage over 200 unique acts leading up to and during festival, working within set budget
- Manage large scale, cross-state partnerships ensuring artist development and education
- Oversees local partnerships for specialty programming during festival, including curation of events and management of event execution
- Impact Days Panelist & Host; Impact Artist talent buyer, in partnership with Youth On Record

Concert Director July 2021 - July 2023
Swallow Hill Music Association Denver, CO

- Oversees entire concert department at non-profit music venue and music production company with legacy in the folk music community since 1979
- Lead talent buyer with a range of diverse musical acts from local to international, either directly or with talent agencies
- Manage live music events and events team
- Forge strategic and beneficial partnerships with other community organizations and venues for community engagement and involvement
- Create and maintain a budget to include production schedules and needs of guests
- Coordinate promotional programming and packaging for events
- Develop and maintain new programming and events to reach previously underserved audiences in the community
- Coordinate with multiple departments and partners to plan, execute and produce impactful programming
- Artist management, production oversight, and audience based customer service
- Hospitality and back of house experience
- Backline and equipment rental experience
- Volunteer management
- Box office management

Host; Assistant Program Director Oct. 2016 - Feb. 2022
Colorado Public Radio – Indie 102.3 FM (F. OpenAir) Denver, CO

- Hosted on air, pre-recorded, live, and off-site programming, including on air fundraising and host three specialty shows: Latin, local, and live concert recordings

- Developed and implemented specialty programming to grow audience and ensure diversity and inclusion missions are being met, weekly and throughout the year
- Coordinated promotional events and programs; present off air community events
- Developed and maintained relationships with bands, labels, promoters, and distributors to book bands for in-studio and at home sessions, guest DJ sessions, off-site interviews, live recordings, and specialized content, acquiring all extra assets and legal paperwork
- Hosted and produced audio and video recordings of all content types including recording and audio/visual production
- Contributed to Indie 102.3 social media, NPR Music and other local arts publications
- Supported fundraising efforts on and off air, including composition of proposals
- Provided Spanish translation and recording services across the organization
- Hosted and introduced live music and industry events including concerts, panel discussions, and specialty events in the community
- Created panel discussions with music industry professionals to highlight local and national issues and solutions
- Adobe Audition, NexGen, Zetta, Burli, Music Master, Foundation Editor, Google Suite and more
- Served on Employee Engagement Committee and DEI Board

Music Director

Jan. 2016 - Oct. 2016

Boulder Community Broadcast Association – KGNU 88.5FM/1390 AM

Boulder, CO

- Hosted on air variety show and all new alternative music show; fill in as needed
- Acquired, reviewed, and reported new music to support trends within the community
- Recruited, trained, reviewed, and scheduled all musical on-air talent, including scheduling and hosting on-air interviews and live performances
- Created written and audio content for online music platform and station magazine
- Supported fundraising efforts on and off air, including composition of proposals

Music, Production and Web Director

Aug. 2012 - Dec. 2015

Grand Valley Public Radio – KAFM 88.1

Grand Junction, CO

- Hosted on air weekly charts show and all new alternative music show; fill in as needed
- Acquired, reviewed, and reported new music to support trends within the community
- Maintained website and web content
- Produced and recorded all pre-recorded content including underwriting and features
- Supported fundraising efforts on and off air; upkept daily logs and scheduling

EDUCATION

Colorado Mesa University (F. Mesa State College)

2006 - 2010

Bachelor of Arts, History

Grand Junction, CO

- General Manager, Music Director at KMSA 91.3, staff member, on air host 2007-2010
- Internship at Cumulus Radio Conglomerate, Spring 2010
- Phi Alpha Theta Inductee, Spring 2009

BOARDS & COMMITTEE WORK

Civic Center Conservancy Community Activation Collaborative - *Member* 2023-2024

Denver Commission on Cultural Affairs - *Appointee* 2023-2026

Birdseed Collective - *Board of Directors, Voting Member* 2023-2024

D3 Arts - *Board of Directors, Secretary* 2023-Current

Biennial of the Americas - *Board of Directors, Voting Member* 2021-Current

The Recording Academy - *Professional Inductee; San Francisco Chapter Advocacy Committee* - 2021-Current

Americana Music Association - *Member* - 2023 - Current

National Independent Venue Association - *Member* 2021-Current

Colorful Colorado Collaborations - *Executive Director & Host* Jun. 2020 - Current

Whiskey, Women & Song - *Founder, Host & Booker* Feb. 2019 - Current
Westword Magazine - *Arts Contributor* Nov. 2018 - Current

ACCOLADES

Mesa County Partners - *Leadership Award*

Westword Magazine - *9 All-Star Gamechangers in Denver 2021*

Colorado Women's Chamber of Commerce - *25 Most Powerful Women in Business*

REFERENCES

Chris Sanley - *Music Director, KEXP* - Former radio distributor, KAFM, KGNU, CPR
chris.sanley@kexp.org

Jessi Whitten - *Membership Director, Levitt Denver* - Former supervisor, CPR
jessi@levittdenver.org

Amy Howard - *Owner, Baby Riot Management* - Current and former teammate: Colorado
Mesa University, Swallow Hill Music, Manos Sagrados
amy@babyriotmanagment.com