

# Rodrigo Ehecatl Durán

## EDUCATION

San Francisco State University

M.P.A. 2017

University of California, San Diego

B.A. Communication, 2012

## EXPERIENCE

**Carnaval San Francisco, Parade and Events Director**

August 2013-Present

- Manage more than 60 participating organizations in the parade from planning phase to parade day execution
- Lead parade day operations, including: parade staging, volunteer management, telecast coordination
- Acting director of communications, responsible for all inbound and outbound communications
- Organize annual Mardi Gras event of over 600 people in four venues in the Mission District
- Manage and coordinate events leading up to Carnaval SF, such as our King & Queen Competition (350 attendees), Carnaval at the SF Giants Stadium (150 attendees), and the VIP party (250 attendees)

**SFSU Nonprofit Management Certificate of Completion Program, Graduate Assistant** September 2015-April 2017

- Developed outreach and marketing strategies, and built promotional partnerships that expanded our outreach from 150 to 400 organizations.
- Analyzed evaluation data and constructed new follow-up surveys improve feedback data quality and volume
- Assist with the input and processing of program evaluation data as well as assisting with design and implementation of follow-up surveys to people who have completed the program

**Latino Community Foundation, Philanthropy & Business Development Fellow**

January 2017-May 2017

- Plan and execute Philanthropy Department's marquee annual gala event in San Francisco
- Lead Latino Giving Circle Network event planning and on-site coordination of logistics and personnel
- Execute and manage annual Latino Giving Circle donor retreat at Google headquarters

## PROFESSIONAL DEVELOPMENT

- **Calle 24 Latino Cultural District, Board Member** November 2016-Present
- **Funds for the Arts, National Association of Latino Arts & Cultures, Grant Review Panelist** December 2016
- **Leadership Institute, National Association of Latino Arts & Cultures, Fellow** July 2015

## SKILLS

- Fluent in Spanish (native) and Portuguese
- Project management
- Program evaluation
- Grant evaluation
- Data analysis, proficient in SPSS

## INTERESTS

- Volunteering: Mission Cultural Center for Latino Arts, Dance Mission Theatre, Brava! For Women in the Arts, Accion Latina
- Aztec Dance & Mexican Folklore Dancer
- Travel: Brazil (Study Abroad), Mexico, Argentina, Uruguay, Peru, Nicaragua, and Colombia