



Lindamaria  
Ortega Franco

## Creative Business Portfolio

- Events
- Social Media
- Marketing
- Videos



# About Lindamaria



Creative leader with international and multicultural experience managing and working in Latin America, Europe, Africa, Asia, and United States, showcasing strong partnership coordination and networking skills.

Over the past 25 years, she has worked with international organizations and multilateral agencies. She has helped launch or played an instrumental role in developing platforms and initiatives to advance local empowerment, women's entrepreneurship, creative and circular economy impact across the globe.

Miss Ortega is passionate about practical and scalable solutions for sustainable development. This characteristic has guided her professional and academic life, founding Fralinor Creative Consulting and Red and Green Connections. Organizations that work toward Education, innovation, and Creativity as a tool for changing lives and sustainable prosperity.



# EVENTS

## International Mayors Conference, targeting local authorities in Latin America.

Responsibilities, Logistics, budget, site management, report, and marketing.

The 2019 conference was held in Miami's Downtown Hilton—a three-day event. 700 participants

In 2020, the conference was online for three days. More than 11,000 views



**Online Micro Credential**

**CYBERSECURITY PATHWAY FOR PUBLIC AND NONPROFIT ORGANIZATIONS**

Basic cybersecurity training is divided into four modules:

- ✓ Basics of cyberinfrastructure
- ✓ Threats
- ✓ Ransomware
- ✓ Protective measures

Available for free to students, public agency workers, and nonprofit professionals across South Florida.

Register Now  
[ganapati@fiu.edu](mailto:ganapati@fiu.edu)  
[www.metropolitan.fiu.edu](http://www.metropolitan.fiu.edu)

## Cybersecurity pathways for public and nonprofit organizations.

Responsibilities, Logistics, budget, site management, report, and marketing.

A series of in-person, and online events, making awareness about cybersecurity in nonprofit and public organizations.

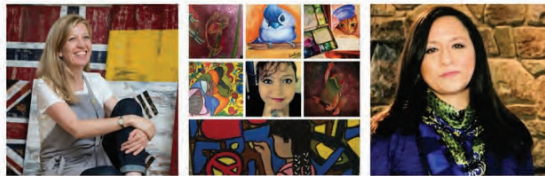
Promotion of a micro credential, working as an instructor, and researcher as well.



# Fundraising Events



## #CharityArtConnection



### Charity Art Connection

Responsibilities, Logistics, budget, site management, report, and marketing.

A series of art exhibitions showcasing artists from international backgrounds.

Some events had specific goals, such as raising funds for a school in Puerto Rico after Hurricane Maria. Another was for schools in the Philippines, Guatemala, and Brazil.

### Small Business Expo

Responsibilities, Logistics, budget, site management, report, and marketing.

An event framed in the Hispanic National Heritage Month.

This event aimed to raise funds for the Hispanic Students fund at the University. Showcasing small businesses from Hispanic backgrounds to raise awareness about the importance of education and willingness for a better future.



**MORE INFO**

[www.fralinor.com](http://www.fralinor.com)





# Social Media & Mkt



## Social Media Campaigns for Nonprofit Organizations

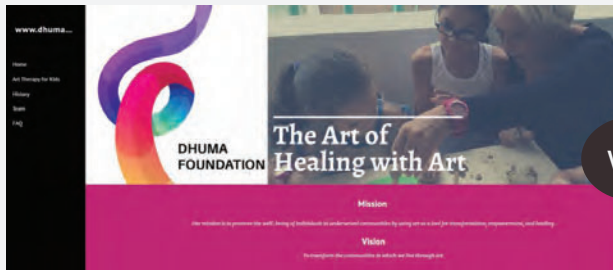
- Red & Green Connections works with creative and circular economy projects Initial campaign of Social Media, starting activities, content, and posts.
- METCommunity, works with Women Entrepreneur Specific Campaigns for the #LatinaConnect project and #Giving Tuesday
- Vicente Ferrer Foundation. Initial campaign of Social Media and COVID campaign

MORE INFO

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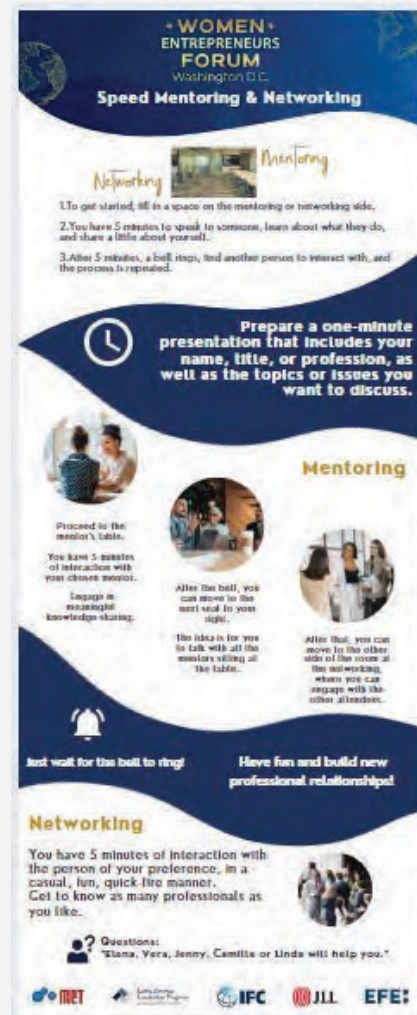
# Marketing



[www.dhumafoundation.org](http://www.dhumafoundation.org)



[www.acudeguatemala.org](http://www.acudeguatemala.org)



Promotional material for Women Entrepreneur Forum



# Videos



Girl2Grow

## Girl2Grow



Sculpting the soul Crowdfunding for Dora Gabay

## Sculpting the Soul



LENGUA DE SIGNOS

## Lengua de Signos



EL DEPORTE COMO HERRAMIENTA DE INCLUSION SOCIAL

## Deporte para Inclusion

### Videos for specific projects

- METCommunity, works with Women Entrepreneur. Videos promoting specific projects, promoting girls in STEAM, and inclusion programs.
- Crowdfunding  
The goal was to insert the video in a fundraising for an immigrant artist.



LEARN MORE

[www.https://www.youtube.com/@fralinor/videos](https://www.youtube.com/@fralinor/videos)



# +info

## CONTACT

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## ADDRESS

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