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Top Skills

Social Media
Marketing
Entrepreneurship

Languages

Spanish (Limited Working)
English (Native or Bilingual)

Honors-Awards

Hispanic Heritage Award
CGIU Commitment to Action

Publications

Bauer Business Focus: Jessica Bolaños
11 References You Missed in Beyoncé's 'Formation'
Find Out How Bauer College Graduates Fuel the Texas Economy

Jessica Bolanos

Digital | Video | Social Media | Social Impact
Houston, Texas, United States

Summary

I've been storytelling, teaching, and consulting organizations and executives in video + social media full-time since 2009. Mostly in the nonprofit, social impact, education, tech, and entrepreneurship spaces in Houston, Texas.

Prior to that, I worked as an independent contractor and brand ambassador for local and national marketing agencies representing brands like L'Oreal, MTV, and Dodge/Chrysler. I enjoyed a 5-year stint in the music/entertainment industry as a touring freestyle hip-hop dancer, sold cosmetics with Lizzo at Dillard's, & other adventures last seen on MySpace.

In 2014 my partner & I began co-developing & co-hosting educational professional development workshops to support orgs investing in social impact and capacity building. We have since been creating inclusive & authentic content with/for diverse communities while teaching teams how to do the same.

Current projects:

- Capturing Founders' stories in Softeq's Venture Studio & live streaming Demo Days
- Supporting Good Reason Houston in increasing the number of high-quality schools via video
- Capacity building, civic engagement, & racial justice work with 501c3 orgs
- Supporting YES Prep with video projects to increase the number of students from underserved communities who graduate from college prepared to lead
- Documenting & storytelling with BIPOC & women in entrepreneurship, a Goodspero docuseries
- Teaching digital/social media to students in the Wolff Center for Entrepreneurship, Bauer College of Business, University of Houston

Long-term Endeavors:

- Pioneering innovations in new online technologies and digital media (since 2007)
- Creating and supporting educational + entrepreneurial ecosystems (since 2012)
- Advocating for social and economic impact via new + traditional media platforms
- Continuous studies in business, development, social impact, digital and new tech
- Writing. Non-fiction. Docuseries. Micro-blogging. Editing.
- Creating. Informing. Publishing. Sharing.

Giving Back:

- KIVA micro-lending, sponsoring entrepreneurial women in Colombia, Cambodia, Peru + college education support for girls in Bolivia and Kenya
- Wolff Center for Entrepreneurship Mentor, Bauer College of Business
- TEDxHouston, TEDxHoustonWomen, TEDxYouth@Houston production teams
- Houston Association of Hispanic Media Professionals, scholarships, gala, & social media committees
- Monitoring Social Media for Common Cause as an election protection virtual volunteer flagging mis/disinformation around voting and elections.

Experience

Goodspero

CEO & Director of Digital and Social Impact

February 2013 - Present (10 years)

Houston, Texas Area

I'm CEO and Director of Digital and Social Impact at Goodspero. We bridge brands to authentic connections with diverse communities. Our outcome-based approach to storytelling inspires action from audiences and builds capacity for teams.

Our diverse, creative team of experienced business, media, and marketing professionals helps increase visibility and awareness of the good work being done by organizations. We help identify gaps and communicate authentically

to the right audiences through Brand and CEO social media support, strategy and development, digital content creation and capture, interactive digital campaigns, virtual and hybrid events, live streaming production, TV and radio (broadcast and streaming), social media videos, gaming video ads, and other digital and tech solutions. We don't just do the work, we teach teams and communities how to do this work too, through educational and experiential workshops.

Goodspero has become the leading woman-owned, Latinx-owned, and family-owned full-service video + digital team based in Houston, Texas. We've done a lot of work we're proud of in Social Impact, Education, Civic Engagement, Music, and Professional Development with several organizations including:

- The Cyvia & Melvyn Wolff Center for Entrepreneurship @ UH Bauer College of Business
- BakerRipley, Houston Turkey Trot
- TEDxHouston, TEDxHoustonWomen, TEDxYouth@Houston
- Impact Hub Houston
- Softeq, Venture Studio
- YES Prep Public Schools
- Univision Communications, Uforia Music
- Legendary, Nerdist in partnership w/ Fat Cat Productions
- Johnson & Johnson Innovation | JLABs @ Texas Medical Center

On a typical day, I'm meeting & communicating with clients, partners, & production teams to review feedback with Directors, Producers, Editors, & monitoring digital/social media channels while engaging online audiences to help optimize clients' online presence for awareness, visibility, branding, and organizational goals.

Evident Empire Media

Co-Founder and CMO

March 2009 - December 2016 (7 years 10 months)

Houston, Texas Area

EEMedia was a multimedia digital content and video production team // HD Video | 360° VR Video | Media & Production Staffing

As Co-Founder and COO of Digital Operations, I worked with directors, producers, shooters and editors to capture stories through video. I operated cameras, audio and lighting, provided feedback in the editing room, created

graphics for video content, and published socially optimized videos and content to online platforms.

I also staffed and helped manage teams for CW39 including TV casting calls for America's Next Top Model, FPSF, Monster Jam and other KIAH-TV sponsored events.

Univision Interactive Media

Photographer / Digital Creative

September 2008 - October 2012 (4 years 2 months)

Houston, TX

Univision Interactive Media offers integrated marketing solutions that connect brands with the U.S. Hispanic market. I worked as a photographer, capturing images of musical artists, station branding and consumers at station hosted and sponsored events for online publication.

Through Goodsporo, we continue working with Univision Communications' digital and radio broadcasting teams, capturing photos and videos of artists, record labels, and music executives for private industry music showcases, digital, radio, and TV broadcast. I also led a team of creatives in making an art installation "set" for social media photo and video shoots for Uforia Lounge's artist green room at Univision Houston.

fourdiaz vargas

Photographer / Brand Ambassador

2010 - September 2011 (1 year)

Houston, Texas Area

4DV is a marketing communications and business development firm focused in the preparation and execution of communications strategies and tactics for companies who want to make a significant impact within the US Hispanic market.

I worked as an event photographer, capturing images of products, consumers and branding. Delivered files for online publication on client's website(s).

Formerly a brand ambassador in the Houston market, our team led the nation in the largest increase in sales for a top international client.

National Marketing Agencies

Brand Ambassador

October 2001 - 2010 (9 years)

United States

Contracted by national marketing agencies to serve in multiple roles for various brands including regional market manager (TX) for Dodge/Chrysler/Fiat promotional events, Houston guerrilla marketing manager for Psych TV series premiere, convention hostess for O&G (BJS, a Baker Hughes company), Aviation International News, pharmaceuticals, and others. Also had contracts as a brand ambassador, marketing surveyor, photographer and as a touring freestyle dancer for Maxim Magazine and AB among the most memorable.

Education

University of Houston, C.T. Bauer College of Business

Bachelor of Business Administration, Entrepreneurship · (2011 - June 2013)

Houston Community College

Bachelor of Business Administration - BBA, Business

Administration · (2010 - 2011)

Alvin Community College

General Education · (2002 - 2002)

Contact

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Top Skills

New Media

Video Editing

Viral Marketing

Languages

Spanish (Native or Bilingual)

English (Native or Bilingual)

Certifications

Lighting In After Effects

Publications

No Place for Hate: Spring Branch
Middle School Music Video Project

Nelson Vanegas

Video Strategist | Digital Media | Director/Producer

Houston, Texas, United States

Summary

I am a Director/Producer of digital video content with a globally conscious mindset. I help organizations and companies tell stories that inspire social impact. I'm a social entrepreneur at heart.

I co-founded Goodspero in 2014 after 10 great years at Univision Houston. Goodspero is a video and digital agency that specializes in content marketing, storytelling and social media support.

I've made it a mission to use technology, visual storytelling and the digital space to fuel social impact and empower other social do-gooders. I believe equitable business practices are vital and feel it's important to work with orgs and businesses that have similar values.

I enjoy sharing what I know. I believe teaching amplifies everyone's efforts and is my way of leaving long lasting impact.

Fair representation of BIPOC voices has been a big focus of mine for the past 10+ years. This led me to being President of the Houston Association of Hispanic Media Professionals. The 36 year old organization strives for Houston's newsrooms to be more diverse and inclusive spaces, as well as to better reflect Houston's communities. We help Latinx media/PR students and professionals through scholarships, mentorship and professional development to ensure all of our communities are represented fairly in Houston's media.

I enjoy mentoring and have been a mentor in the Wolff Center for Entrepreneurship in the Bauer College of Business at the University of Houston since 2014. My partner Jessica Bolaños and I are avid supporters of community-centered initiatives and social good projects.

Good Film. Good Music. Good Living. The stuff that makes art of life.

Specialties: Live Video Streaming, Video Directing/Producing, Video & Digital Media Training, Bilingual Creative Direction, Hispanic Market, General Market, Social Media Advertising, Video Editing, Audio Production, Audio Editing, Bilingual Voiceovers (Spanish)

Experience

Goodspero

Co-Chief Executive Officer & Video Strategist

January 2012 - Present (11 years 1 month)

Houston, Texas Area

Goodspero is a digital media, video and social media content creation, training, and creative team working with small to medium sized businesses and organizations invested in social impact.

I work with clients and partners to create videos for online streaming, marketing and branding efforts.

I oversee all stages of content creation. Pre-production, production and post-production.

I dedicate time for speaking engagements, traveling nationally and internationally to conferences, documenting stories from people on the ground and working alongside practitioners in the field.

Video | Digital | Social Media | Training | Consulting

Houston in Action

Video Director

November 2019 - Present (3 years 3 months)

Houston, Texas, United States

EEM, Evident Empire Media

Co-Founder, Director, Producer

July 2009 - January 2018 (8 years 7 months)

Video Production | Photography

Evident Empire is a photo-film production company that specializes in new media content for both general and Hispanic market.

One of the largest projects I got to lead was the filming and editing of the Houston Hispanic Chamber of Commerce's English and Spanish television programs. The programs aired for a full season.

I directed and filmed the regional TV spots for the Univision-Radio Houston cluster for 4 seasons as well as cover the Univision Radio events in Houston and Dallas.

Univision Radio

Production Director

September 2004 - June 2014 (9 years 10 months)

-Production/Creative Director for KOVE, KLAT

-Operations for Univision America 1010AM

-Video content production

Education

University of Houston

Bachelor's in Mass Media Production/Minor in
Marketing, Communications · (2002 - 2006)

University of Houston

Bachelor of Arts (B.A.), Mass Communication/Media Studies · (2001 - 2006)