

Rachel Strauss-Muniz

New York, New York

347.350.0550

rachelstraussmuniz@gmail.com

ACTING RESUME

TELEVISION

Diabolical	Principal	ID
Bring the Funny	Talent	NBC
Habla Ya!	Principal	HBO
The Newlywed Game	Contestant	GSN
The Price is Right	Contestant	CBS
FNMTV	Recurring Commentator	MTV

SHORTS

The Funniest Person Ever	Mom/Principal	Romel Rodriguez
The Sneaks	Mom/Principal	Raymond Rodriguez
Changing Diego	Amanda	Will Fonseca
Act of Love	Sunny	Heightz Entertainment
The Tickets	Waitress	Heightz Entertainment

COMMERCIALS

SOMOS	Mom	Aids Healthcare Foundation
Spectrum Cable	Principal	We Are Believers
Fan Cast	NY Knicks Fan	MSG Networks
Pain X-it Infomercial	Principal	Europe and Canadian Usage
Hill's Pet Insurance	Principal	Quirk Creative
Zombie Halloween	Zombie	Bud Light
Fan Moments	Bar Patron	Budweiser/NY Knicks/MSG Networks
International Latino Film Festival	Voice Over & On-Air Talent	HBO
Soufrito Arts Foundation PSA	Talent	Soufrito Arts Foundation
Why Vote? PSA	Talent	EKG Films

THEATER

The Field Trip	Cindy/Lead	DUATF/Betsy True
Room 28 Sketch Troupe	Producer/Writer/Actor	Room 28, LLC
Comedy Derailed: A HERlarious Variety Show	Producer/Writer/Actor	Room 28, LLC
Bragging Rights	Writer/Actor	The People's Improv Theatre
Crazy, Sexy, Cruel	Writer/Actor	People's Improv Theatre
Sketch Cram	Cast	Upright Citizen's Brigade
One of Us, The Musical	Cast	The Kingdom Church
Please Hold	Cast	Latino Theatre Festival
Yo Soy Latina	Cast	Latino Flavored Productions
The Crazy Mexican Show	Cast	Latino Theatre Festival

HOSTING

Latino Laughter Comedy Festival	Host	Broadway Comedy Club
Aids Healthcare Foundation Gala	Host	Aids Healthcare Foundation
Northern Manhattan Improvement Corporation	Host	NMIC (2016 & 2017)
Domestic Violence Awareness Gala	Host	Violence Intervention Program
Step 11 Greek Step Show	Host	Art of Stepping, Inc.
New York International Film Festival	Red Carpet Reporter/Host	NYILFF
Columbia University Hispanic Heritage Month Showcase	Host	Columbia University

VOICE OVER

BET Awards Promo	VO (News Reporter)	Viacom
People en Español Fiesta	VO	Time Inc. Studios
New York International Film Festival	VO	NYILFF
Texas Real Estate	VO (British Accent)	Mighty Max

INTERNET

Latinos Out Loud Podcast	Host	Revolver Networks
Gente of Thrones	Cast	BuzzFeed/Pero Like
9 Months	Principal	Courteney Cox/Ample Media/Facebook Watch
Most Embarrassing Moments Pregnant	Talking Head	Parents.com
Most Embarrassing Trying To Conceive Moments	Talking Head	Parents.com
Bad Mom Life	Talking Head	STX Entertainment
Shakespeare in a Park	Cast	Broadway Video/Mas Mejor
Latino Vortex	Cast	Broadway Video/Mas Mejor
Urban Latino Radio	On Air Host/Talent	Urban Lifestyle Media
The Work Jerks Series	Cast	Side Job Productions
Ungirly Series	Cast	Side Job Productions
Happy Cancer Chick	Pink Girl #1	Linda Nieves-Powell
The Bigger the Hoop	Cast	Latino Flavored Productions
Dominican Über	Nail Filer & Grandma	Flama/Univision
Latino Field Studies: The Lip Purse	Lead	Flama/Univision
Latino Field Studies: Running Late	Lead	Flama/Univision
Latino Field Studies: Latino Loudness	Lead	Flama/Univision
Abuela BnB	Lead	Flama/Univision
K.A.R.I.N.A.	Voice Over + Cast	Flama/Univision
Puerto Ricans Vs. Dominicans	Grandma	Flama/Univision
Pregnant Queen Parody	Lead/Rapper	Room 28, LLC
Cat Callers Parody	Lead/Rapper	Room 28, LLC

Rachel Strauss-Muñiz

(347) 350-0550 • [linkedin/in/rachelstrauss](https://www.linkedin.com/in/rachelstrauss) • rachelstraussmuniz@gmail.com

Marketer/Lecturer/Podcaster

TEACHING EXPERIENCE

- ADJUNCT LECTURER, INTRO TO MARKETING, WOOD TOBÉ COBURN SCHOOL NYC** **2014**
- Designed course to engage and excite undergraduate students about the basics of marketing while incorporating real-life case studies
- ADJUNCT LECTURER, MULTICULTURAL MARKETING, CUNY BROOKLYN COLLEGE** **2008 - 2011**
- Taught the study of multicultural marketing in the United States from an interdisciplinary perspective
 - Designed course curriculum and syllabus that emphasized the value of diversity, market research, mass media, and marketing to groups including African Americans, Latinos, Asian-Americans and LGBTQ+ markets

CORPORATE EXPERIENCE

- FREELANCE PROJECT MANAGER, AD AGE** **2018-2019**
- Ran point on a national advertising design competition sponsored by Kia Motors America
 - Served as liaison between all internal and external stakeholders
- FREELANCE MARKETING DIRECTOR, FAST COMPANY** **2018**
- Created new digital and integrated marketing collateral for sales team
 - Developed integrated marketing decks for client presentations
- FREELANCE DIGITAL MARKETING, LATINA MAGAZINE** **2016-2017**
- Developed digital and integrated marketing ideas for brand and client initiatives
 - Managed and tracked live integrated campaigns
 - Oversaw custom video projects, while serving as the client/agency liaison
- MANAGER, REGIONAL MARKETING, HEINEKEN USA** **2014 –2015**
- Developed local brand channel and consumer programs in concert with agencies, zone sales staff, brand marketing and finance teams
 - Managed the execution of all regional marketing plans and programs; including promotional programs, media plans, POS activities, and special events
 - Key communicator of marketing plans and objectives to and from the global brand
- ASSOCIATE DIRECTOR, PROMOTIONS, LIVE EVENTS, TIME INC.** **2006-2014**
- Directed large-scale marketing, branding and live event promotion strategies
 - Garnered 39% year over year increase of franchise impressions for Festival People en Español, totaling 2.6 Billion and secured \$7.5 Million in barter media/partnership revenue in 2013
 - Led international marketing campaign comprised of paid, earned, owned and shared media
 - Developed and executed over 40 on-the-ground events per year. Achieved a 33% increase in event attendance, 10% increase in magazine subscriptions, and 25% increase in web site traffic 2013 vs. 2012
- MARKETING COORDINATOR, LATINA MAGAZINE** **2004 - 2005**
- Executed marketing plans encompassing integrated initiatives to penetrate Hispanic market
 - Conceptualized and executed advertorials, custom ad sales solutions and marketing collateral
- MARKETING COORDINATOR, VNU BUSINESS MEDIA** **2004**
- Maintained business-to-business communication via media public relations updates, media kits, newsletters, client-premiums, and trade advertising for Food Service Director and Beverage World magazines
 - Performed ad-hoc market research requests using MRI and Halls Report's
- PROMOTIONS COORDINATOR, MOSAICO/BOOK OF THE MONTH CLUB** **2002-2004**
- Negotiated vendor and publisher layout and/or copy approval on all items requiring legal authorization; periodically with international publishing houses in Latin America
 - Writing, editing and proofing of promotional copy for staff editorial picks
 - Prepared monthly promotional plans and quarterly promotion budget

CORPORATE COMMUNICATIONS ASSISTANT, HONG KONG TRADE DEVELOPMENT COUNCIL 2001-2002

- Worked with trade journalists/editors for coverage of key conferences and trade shows in Hong Kong
- Acted as liaison among advertising agencies and clients for Hong Kong trade show and exhibition activity.
- Wrote and disseminated press advisories on TDC and Hong Kong participation in fairs and seminars in USA
- Prepared quarterly trade advertising budget

SPECIAL PROJECTS

PODCASTER, LATINOS OUT LOUD, REVOLVER NETWORK	2018 - PRESENT
CONTENT CREATOR, WRITER AND DEVELOPER FOR EOP COMEDY	2015 – 2019
PRODUCER & ACTOR ROOM 28 COMEDY & THE HERLARIOUS SHOW	2014 - PRESENT
CONTENT CREATOR AND WRITER FOR BROADWAY VIDEO/MÁS	2014 - PRESENT
MEJOR FREELANCER, HOME DEPOT INFLUENCER MARKETING	2014 - 2015
SHOPPER MARKETING CONSULTANT, A&E SUPERMARKET GROUP	2014

EDUCATION/AWARDS

BS Business, Management & Finance, Minor in Latino Studies, CUNY Brooklyn College, June 2001
Diversity Scholarship Recipient, Upright Citizen's Brigade – 2018 & 2019
(Completed Improv 101-201; Sketch Writing 101-301; & Character 101)
Satire Writing Fellowship Recipient, The Onion, 2018
Time Inc. Style and Entertainment Group Marketer of the Year, 2012

COMMUNITY INVOLVEMENT

CUNY Brooklyn College Alumni Association, Board Member
American College of Obstetricians and Gynecologists' Perinatal Study Advisory Board
Violence Intervention Program/VIPMujeres.org, Former Board Member