

Ramiro Burr

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| RamiroBurr1@gmail.com

| *My understanding of the public's music, art and cultural preferences is the foundation of my success as an award-winning newspaper reporter, syndicated columnist, Billboard Magazine correspondent, freelance writer, author and blogger. My writing has included industry analysis reports, from Internet marketing and ringtone sales/licensing to digital distribution and made-for-mobile content.*

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Through my writing, I've become a nationally recognized authority, professional speaker and critical analyst quoted often by national publications and network news.

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I am passionate about my skills:

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Deadline writing, conciseness, insider access, multi-tasking, customizing assignments and working well with others.

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OBJECTIVE

| To join a dynamic public relations, advertising or marketing company that will challenge and maximize my skills as a journalist and communications specialist

MOST RECENT ACCOMPLISHMENT

| A Philip True Award from the *San Antonio Express-News* for online impact. My daily blog, *Latin Notes Now*

, received 750,000 hits last year, more than any other Mysa.com blog including the SA Spurs, Dallas Cowboys, traffic and weather blogs. Mysa.com is

San Antonio

's largest Web site, today registering over one million hits a month.

PROFESSIONAL EXPERIENCE

| June 08 – Present The Graphic Studio, San Antonio PR/Marketing Director– Prepare/distribute news releases, biographies, press kits to media; develop/execute PR/marketing campaigns, write and update copy on various websites.

Feb. 93 – June 08 San Antonio Express-News, 301 Ave E, San Antonio, TX

Blogger – 2/06 Created *Latin Notes Now* daily blog, recognized as the consistently Number 1 blog on Mysa.com and received "Online Impact"

award for most hits in 2007.

Syndicated columnist

– As a top analyst, expanded regionally syndicated Latin music weekly column in several cities including Dallas and Austin.

Arts & Entertainment Reporter

– Wrote 4-5 weekly major features, profile interviews, reviews, breaking news and general assignment stories, all designed to increase readership.

□ June 05-Nov. 06 LAUNCH Radio Networks, New York City

Head Writer – Helped debut new LAUNCH en Español service. Wrote daily M-F music and celebrity news stories in Spanish and produced timely and exclusive digital interviews for radio prep service distributed nationwide.

□□ May 1999□□□□□□□□□□□□□□□□Published Book

□□□□ **Book Author** – Wrote *Billboard Guide to Tejano & Regional Mexican Music*, a ground-breaking book published by NY's Billboard Books. It's the genre's first-ever reference work. Organized 6-month promotional and marketing campaign and speaking tour to increase book visibility, sales.

Jan. 1997-present Other Published Works□□□□□□ **Contributing Author:** Wrote chapters for *Baker's Biographical Dictionary of Popular Musicians Since 1990*, Thomson Gale, *World Music*, London-based Rough Guides; *Hispanic Almanac*, Visible Ink Press; *Puro Conjunto*, UT Press.

Dec. 83 – Jan. 93 San Antonio Light, 420 Broadway, San Antonio, Newspaper closed 1/93.

□□□□ **Syndicated columnist** – Established regionally syndicated Latin music weekly column, published in San Antonio, Houston and Laredo. **City desk**

reporter

12/83-1/85: Police beat, general assignments/feature writer.

A&E Reporter

– Wrote major features, profile interviews, reviews, breaking news and general assignment stories.

1984 – present Freelance Work

□ **Correspondent** – For *Billboard Magazine*, covered news and trends. Also wrote several 12-page Billboard Specials.

As a nationally recognized authority

– Wrote features, interviews and reviews for

Billboard.com,

Latina, *Amazon.com*, *Batanga.com* *Global Rhythm*, *Hispanic Magazine*, *Cashbox*, *Austin Chronicle*, *San Antonio Monthly*, *Miami Monthly*.

Also wrote for:

Houston Chronicle, *Dallas Morning News*, *Fort Worth Star-Telegram*, *Austin*

American-Statesman, *Abilene Reporter-News*, *McAllen Monitor*, *Laredo Morning Times*

Aug. 81 – Dec. 83 Laredo Morning Times, 111 Esperanza, Laredo

Reporter – Covered police beat; school/college beat, general assignment stories. **Editor** – Edited and handled layout for a 12-page weekly tabloid.

A&E Reporter

– Wrote reviews/features for weekend magazine,

City Lights

□□□ □ **RELATED WORK**

□□ □□ May 99 – Present **Professional moderator, speaker** – Organized promotions and marketing plan for “Billboard Guide” book and speaking circuit. Traveled and presented insight/analysis of music, journalism, and the arts at colleges and civic groups including the

University

of

Texas

, the University of Houston, Texas A&M,

DePaul

, California

State, and Rice universities and LULAC.

In 2001 and 2002 named "Speaker of the Year" by the Hearst/Express-News volunteer corps.

Jan. 90 – present

Wire, Spanish credits. I have also written for the

*Associated Press, United
Press International
and
Hispanic Link
, Mexico City's
El Nacional,
La
Jornada
and Los Angeles'
La Opinion, and Novedades Magazine*

Aug. 80 - Aug. 81 Texas Department of Agriculture, Austin
Information Specialist – Assisted and wrote news releases for media/trade journals. Also wrote features for the TDA magazine.

Sept. 75 - May 77 Daily Texan, University of Texas at Austin
Editorial Assistant – Edited and laid out editorial pages. **Reporter** – Wrote news/feature assignments. □

□□□□ **EDUCATION** 1974 – 1977

Bachelor's degree in Journalism, University of Texas at Austin Major: Broadcast/News and Public Affairs 3.0 GPA

SPECIAL SKILLS□□ Bilingual (English and Spanish). Proficient in all MS Office applications (Outlook, Word, Excel); File Manager Pro; Web programs FrontPage, Dreamweaver

REFERENCES□□□□ □□□□ **Available upon request**