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PRESS RELEASE – for immediate use

Santa Cruz Symphony Hires Maria Medina as Marketing & Communications Manager

After the Santa Cruz Symphony’s marketing and communications manager of 6 years accepted a new position at the University of California, the Symphony hired Maria Medina as its new marketing and communications manager.

Maria Medina holds a Bachelor of Fine Art from Cornish College of the Arts, where she studied design, and has regularly shown her work in galleries in New York, Seattle and Germany. She initiated her graduate studies with New York University in the Visual Arts Administration program with an emphasis on non-profit management, and finalized her masters in International Business in Heidelberg, Germany, publishing her thesis on Cause Related Marketing.

She co-founded *What is Art? What is Sound?* with a mission to examine the intersection of art and sound. With the support of the Seattle Symphony and musicians from a variety of genres, it found its way into 13 countries. Maria was also the vice president of artist relations for TalentHouse, working with celebrity artists on collaborations that brought together film, fashion, photography, music and art.

She has been developing in the digital space for the past seven years, designing and deploying large-scale communities for Cisco and Clorox, developing international media relations for Standard Bank in Kenya, and volunteering with marketing for the Santa Cruz *Imagine* Film Festival, which is slated to open later this summer at the Santa Cruz Museum of Art and History. Maria has trained and mentored a variety of international clients on social media and web development. Having traveled to 17 countries, and studied a variety of cultures, she uses these insights to design strategy and collateral. She understands that music loves to tell a story.

“It’s an honor to work for the Santa Cruz Symphony and I look forward to engaging the community and continuing to build enthusiasm for classical music in Santa Cruz County.”

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