

NORBERTO SICA

CURRICULUM VITAE · RESUMÉ



PERSONAL INFORMATION

My full name: Norberto José Sica

Who I am and what I do: PR, Editor-in-Chief, Journalist, radio host, voice-over (English & Spanish), project leader of websites for government and companies, Press and PR advisor for government and companies, master of ceremony (English and Spanish)

Birth Date: February 28th 1973

Nationality: Argentina

Birth City: Rosario, Argentina

Marital Status: Unmarried

Children: None

CONTACT INFORMATION

hello@norbertosica.com · hola@norbertosica.com

AR +54 9 341 3756024

AU +61 487 358 639

www.norbertosica.com

www.instagram.com/norbertosica

www.facebook.com/norbertosica

www.conocedores.com/norbertosica

EXPERIENCE

1.
GOVERNOR OF THE PROVINCE OF SANTA FE, ARGENTINA, MR. MIGUEL LIFSCHITZ
POSITION: ADVISOR AND EDITOR-IN-CHIEF OF PR/PRESS/COMMUNICATIONS
(FROM DECEMBER 2016 TO PRESENT)

As advisor and editor-in-chief of the PR and press of the governor of the province of Santa Fe, the second largest and most important state in Argentina, one of the jobs is to analyze in real time each of the press releases of the governor, before they are sent to the media outlet and before they are published in the official sites of the government. I produce very specific corrections and improvements to obtain a better understanding of the information, not only for the journalists and media outlet but also for the readers and citizens; avoid misunderstandings between the oral and written speech; improve the engagement in the Social Media Channels; and strengthen the SEO for a higher outreach in the main search engines.

www.miguellifschitz.com

2.
GOVERNMENT OF THE PROVINCE OF SANTA FE, ARGENTINA
POSITION: PROJECT LEADER OF WEBSITES (FROM DECEMBER 2016 TO PRESENT)

As a project leader of the government of Santa Fe, my job is to lead the teams of programming and design, including the look and feel, UX, UI of the websites for the government, ministries, secretaries and specific government programs, including Technology, Health, Energy, Economy, Press, Environment and Child Protection, among others.

www.santafe.gob.ar

3.
CONOCEDORES.COM - TRAVEL MAGAZINE
POSITION: FOUNDER - OWNER - EDITOR-IN-CHIEF (FROM JUNE 2016 TO PRESENT)

www.conocedores.com is the leading travel magazine in Spanish dedicated to bring news, recommendations, stand-alone article, reviews about hotels, airlines, destinations and lifestyle to travellers around the globe.

We are an experienced team and we are experts in the art of tell and spread our experiences to our readers in Spanish, in different markets in Latin America, the United States and Europe.

In addition to my position as Editor-in-Chief, I write and produce stand-alone articles, long forms, and reviews about the best hotels and destinations in the world, being also responsible for the production of the photography.

www.conocedores.com
www.conocedores.com/norbertosica

4.
IMPULSONEGOCIOS.COM - BUSINESS NEWSPAPER
POSITION: FOUNDER - OWNER - EDITOR-IN-CHIEF (FROM JULY 2009 TO JANUARY 2019)
POSITION: EDITOR OF TRAVEL AND LIFESTYLE (FROM FEBRUARY 2019 TO PRESENT)

www.impulsonegocios.com is the most read business newspaper in Argentina. Based in Rosario city, it portrays the latest news on constructions, new releases, investments, marketing, adverting and communication along with reports about technology, leisure, lifestyle and tourism.

www.impulsonegocios.com

5.
"COSMOPOLITAS", RADIO SHOW, CRISTAL FM - ARGENTINA
POSITION: RADIO HOST

The leading radio show about lifestyle and travel, with interviews with celebrities in entertainment, fashion and tourism. From Monday to Friday at 9PM.

www.cristalfm.com.ar

6.
CRISTAL FM, CRISTAL CLASSIC, RADIO 10 ROSARIO AND CRISTAL CLASSIC PINAMAR
POSITION: PROGRAMMING DIRECTOR / MANAGER (FROM SEPTEMBER 1997 TO JULY 2013)

As programming director of these radio stations, I had the responsibility to maintain a high level in every radio show and oversees various departments and staff, including marketing and music, and hiring announcers, journalist and voice-over talents.

www.grupocristal.com.ar

7.
VOICE-OVER , MASTER OF CEREMONY FOR MAJOR COMPANIES AND RADIO STATIONS (IN ENGLISH AND SPANISH) INCLUDING:

Radio Disney, Thermo Fisher, Bunge, John Deere and YPF Petrol Company, and more than one thousand brands in Argentina and overseas.

EDUCATION

1.
NATIONAL ANNOUNCER (VOICE-OVER).

2.
DEGREE IN JOURNALISM.

3.
ANALYST OF COMPUTARIZED SYSTEMS.

4.
HIGH SCHOOL DEGREE IN PROGRAMMING LANGUAGES.

5.
FLUENT IN SPANISH AND ENGLISH