



Everest Landa, PhD (c)

CREATIVE DIRECTOR · RESEARCHER · NARRATIVE STRATEGIST

Research-driven media strategy for organizations working at the intersection of culture, identity, DEI, and social change. The Prism™ is a proprietary, auditable framework — citable, replicable, and grounded in twenty years of professional practice and doctoral research on Latino screenwriters in Hollywood.

CORE COMPETENCIES

Media Analysis & Diagnostics

Cultural-representation assessments with The Prism Audit™ — a Maturity Matrix across six dimensions.

Story Development & Production

Audiovisual, documentaries, and podcasts — from concept to distribution, with specialist teams.

Narrative Strategy

Live events, institutional campaigns, and corporate communication — from strategic brief to execution.

Education & Capacity Building

Keynotes, workshops, COIL, and Visiting Scholar — narrative capacity that stays after the engagement ends.

PAST PERFORMANCE

Creative direction & scriptwriting — Grito de Independencia, Zócalo, Mexico City (2009, 2010, 2013, Presidency)

Creative direction & script — Inauguration, Estadio Harp Helú · BMW plant inauguration, Mexico

Narrative strategy & content for GM, Coca-Cola Company, Walmart, and other global brands

Y sin embargo se mueve — documentary podcast on migration, CISAN-UNAM (Spotify · Apple · YouTube)

Latinwood — docuseries on Latino talented people in Hollywood (in development)

Saberes Digitales — 72-episode science & technology TV program (SEP / Aprende en Casa)

Content for POLEA (Política y Legislación Ambiental) with UK Pact support · Corporate training, Elektra

Doctoral research, UNAM — 18 in-depth interviews · Chapter, "Sobre la Bestia se llega a la Jaula de oro," CISAN, 2019

CREDENTIALS

PhD (c) Social & Political Sciences — UNAM

MA Mexico–United States Studies — UNAM

BA Communication — UNAM

Visiting Scholar — University of Toronto

Cinema Production Workshop — CSUN, Northridge

Professor of Screenwriting, Cultural Studies, among others — UNAM, 10+ years



Delivered with specialist teams: writers, translators, producers, editors, voice-over artists, cinematographers.