

Xenia Reloba de la Cruz
xenia.relobadelacruz@ucalgary.ca

SUMMARY OF QUALIFICATIONS:

Analytical and critical thinking: MA and Ph.D. Programs; experience working as a research assistant on various projects (i.e., proposing content edits for my supervisor’s publications, creating thematic indexes for several books, and preparing annotated bibliographies).

Interpersonal and professional communication: Ability to present ideas and lead discussions in the classroom and other academic settings developed as a sessional instructor, teaching assistant and speaker at conferences, as well as in newsrooms and as an editor of traditional and multimedia outlets. Received the Best Paper Award in 2020 for the quality and insightfulness of my paper “Social movements and the struggles over meanings: Framing an alternative discourse / destabilizing elite frames”.

Multitasking, self-organizing and teamwork skills: Acquired during my trajectory as a journalist and an editor.

OTHERS:

Languages: Spanish (native), English (proficiency), and French (mostly reading and listening understanding)

Focused on details and problem-solving, as demanded by the challenges of the professional environment in my country of origin, Cuba

EDUCATION

- | | |
|-----------------|---|
| 2019-to present | Ph.D. Program (Candidate), Communication and Media Studies (University of Calgary, Calgary, AB, Canada) <ul style="list-style-type: none">• My doctoral research is grounded on thematic, discourse and frame analysis of documents such as digital publications and open-ended interviews. |
| 2017-2019 | MA Program, Cultural Studies (Queen’s University, Kingston, ON, Canada) <ul style="list-style-type: none">• Graduated with a master’s thesis grounded in qualitative research and fieldwork methods such as participant observation and in-depth interviews |
| 1989-1994 | B.A. in Journalism (University of Havana, Cuba) <ul style="list-style-type: none">• Graduated with research focused on qualitative methods, including thematic analysis and interviews |
-

WORKING EXPERIENCE

Teaching Experience:

- 2022 Sessional Instructor, University of Calgary (Spring and Fall)
- Conceived and outlined the goals, structure, and specific content of two courses at the Department of Communication, Media and Films
 - Developed confidence and learning strategies involving participatory learning methods in lectures, in-class debates, and consultations during office hours
- 2018-2022 Teacher Assistant, Queen’s University and University of Calgary
- Familiar with the challenges of lecturing or guiding in-person and online learning experiences.
 - Developed administrative and grading skills.

Editorial Work (selection):

- 2015-2017 Member of the editorial staff at *Temas* (Journal of Social sciences, quarterly), Havana, Cuba
- Contracted to develop special issues, I engaged in several stages, from the conception of the issue to the copy editing and final revision.
 - I worked as part of the team editing books and special outlets, which enhanced my teamwork skills.
- 2010-2017 Main editor at Casa de las Américas (Journal of literature and cultural criticism, quarterly), Havana, Cuba
- Organized and led the working flow under the supervision of the directors, which allowed me to learn practical management tasks and teamwork best practices.
 - Supervised the reproduction of the printed contents in the online version of the journal, which helped me understand digital work and its challenges.
- 2005-2013 Editor at Centro Memorial Martin Luther King Jr. (Non-governmental and religious organization), Havana, Cuba
- Edited and supervised the design and composition of books and other printed outlets, developing teamwork and organizing skills.
- 2003-2017 Editor at Centro Cultural Pablo de la Torriente Brau (Cultural center and editorial house specializing in Cuban music and contemporary culture), Havana, Cuba
- Edited and compiled dozens of books and other printed outlets in collaboration with the authors and a small team of designers, which enhanced my capacity to multitask and self-organizing practices.
- 2000-2020 Member of staff at Havana International Film Festival (Office of Havana International Film Festival, Havana, Cuba)
- I worked for two decades as a journalist and editor in several news

media belonging to this organization, where I developed leadership and teamwork skills, capacity as a self-organized employee, and problem-solving skills. Those qualities allowed me to evolve from a position as a journalist to the leading editor position at the festival’s newspaper (2005-2009) and the annual magazine *Nuevo Cine Latinoamericano* (2013-2020) and worked as coeditor at the *Catálogo del Festival* (Catalogue, 2010-2014).

Note: Starting in 2000 and until 2020 (online), I developed a robust trajectory as an editor, working with several projects in parallel, which strongly contributed to my multitasking, self-organized working style, and time management skills.

Journalistic Experience:

- | | |
|-----------|--|
| 2008-2010 | Journalist in Casa de las Américas, Havana, Cuba <ul style="list-style-type: none">• Worked as a reporter, coordinated with other media for coverage of the events, and supervised the design of campaigns related to the events, which gave me a broad vision of journalism from within an organization. |
| 2000-2008 | Journalist and Editor at Editorial Vice-presidency of Prensa Latina, Havana, Cuba <ul style="list-style-type: none">• Head writer and an editor in several publications within the editorial branch of the news agency Prensa Latina, which helped me develop my self-organized skills and multitasking while complying with rigorous deadlines. |
| 1998-2000 | Journalist in the Instituto Cubano del Arte e Industria Cinematográficos (ICAIC, Cuban Film Institute), ICAIC (contracted employment) <ul style="list-style-type: none">• Developed the first website of the ICAIC, which introduced me to the digital realm and opened my scope to digital media technologies.• Wrote and compiled the content for the website until the coverage of the Havana International Film Festival (1998-1999). I covered the event as the only journalist on the staff, which gave me a strong perspective on everyday news production dynamics. |
| 1994-1997 | Journalist at Radio Reloj, Havana, Cuba <ul style="list-style-type: none">• My first professional experience. I worked at the newsroom creating content for news bulletins in six-hours shifts, and later, as a news reporter, which trained me to exercise journalism under pressure.• Developed teamwork experience, covering relevant events within the Cuban context. |
-

SELECTED PUBLICATIONS:

- | | |
|------|--|
| 2021 | “Una dilatada bienvenida a la ‘normalidad’. Prácticas online en Cuba” (A |
|------|--|

belated welcome to ‘normality.’ Online practices in Cuba), Cuadernos del Sur, Universidad Nacional del Sur, Argentina.

2014 Politics Don’t Fit in a Sugar Bowl: Cuba in the 1990s through the Music of Varela. In Dubinsky, K.; Cumana, M. C.; Reloba, X. (Eds.) (2014). My Havana: The musical city of Carlos Varela. Toronto: University of Toronto Press. / Spanish version: “La política no cabe en la azucarera. Una mirada a la Cuba de los noventa a través de la canción de Carlos Varela.” La Habana: Centro Cultural Pablo de la Torriente Brau.

AWARDS AND SCHOLARSHIPS:

2022-2023 Transformative Talent Internship with the Calgary Institute for Humanities.

2020 Dean’s Open Doctoral Scholarship, University of Calgary, 2020 – 15000 CAD.

Best Paper Award, Department of Communication, Media and Film – 400 CAD.

2019-2023 International Student Scholarship, University of Calgary – 5000 CAD/year.

2017-2019 International Student Scholarship, Queen’s University – 5000 CAD/year.

SELECTED PRESENTATIONS AND CONFERENCES:

- Paper “Digital citizenship in Cuba? Imaginaries and practices of networked engagement under times of crisis”, 10th CEISAL International Conference (University of Helsinki/ONLINE, June 13-15, 2022).
- Paper “Redes sociales y prácticas trans-ciudadanas en Cuba en tiempos de Covid-19”, Latin American Studies Association (May 26-29, 2021).
- Organized panel “Digital citizenship in Cuba? Imaginaries and practices as elements of rupture in times of crisis”, Canadian Association for Latin American and Caribbean Studies (August 23-25, 2021).
- Lecture “How we Stay Current in a country Off-Line.” As part of the Cuban Culture and Society program, Department of Global Development Studies, Queen's University. University of Havana, Cuba, May 14. I also presented to a group of Case Western Reserve University, Cleveland, Ohio students. Casa de la Memoria Escénica, Matanzas, Cuba, July 10, 2018.
- Chair and organizer of panel “Cuba XXI, nuevos medios para tiempos de cambio: Vistar Magazine y el paquete semanal” (Cuba XXI, new media in changing times: Vistar Magazine and the ‘weekly package’). Latin American Studies Association. New York. May 27-30, 2016.
- Lecture “Medios alternativos en Cuba. Algunos mitos y realidades del

escenario actual de la prensa en la Isla” (Cuban alternative media. Myths and realities of Cuban current media scenario) Pre-LASA event “Cuban Studies: New Voices, New Perspectives,” University of Miami, Miami, May 20-21, 2016.

- “How we Stay Current in a country Off-Line,” Presentation to Cuban Culture and Society course, Department of Global Development Studies, Queen’s University— presented at the University of Havana, Cuba, May 13, 2016.
- “Cuba online: the challenge of knowing and communicating in an offline country,” Case Western Reserve University, Cleveland, Ohio, October 14; University of Houston, Houston, October 22; and Bowling Green State University, Ohio, October 29, 2015.
- “Tales about Cuba: Santiago Feliú’s songs, between the epic and the hippies,” Case Western Reserve University, Cleveland, Ohio, October 15, 2015.
- Taller AM-PM: América por su música (Workshop América for its Music). Organizer of the panel “Nuestras raíces y tradiciones como oportunidades de mercado” (Our roots and traditions as market opportunities), with Juan Felipe Arango, Colombia; Cary Diez, Cuba; Felipe França Gonzalez, Brasil; Pepita Miró, Perú; Karol Zingali, Argentina; Ismael Sayyad, España-Cuba, Fábrica de Arte Cubano, Havana, Cuba. June 18-21, 2015.
- Special Guest and Speaker at Queen’s University, Kingston. Lecture about Media and Blogs in Cuba Today, and Conference about Cuban Popular Music: the song of Santiago Feliú. Both were presented as part of launching the book *My Havana: The musical city of Carlos Varela* (co-edited with Karen Dubinsky and María Caridad Cumaná, Toronto: University of Toronto Press) in Kingston and Toronto. October 24-November 4, 2014.
- Conferences about Cuban Editorial Perspectives, the Testimonial Genre in Cuban Literature, and Current Topics of Cuban Literature and Popular Culture, during the International Fair of Book of Antofagasta, Chile, April 24-May 4, 2014.
- Academic Program Caribbean Textures (Texturas Caribeñas). I was invited to present “The Latino Caribbean artists in the pages of *Casa de las Américas*,” University of Havana/Casa de las Américas, Havana, Cuba, November 22, 2013.
- Co-organizer of III Taller “Gestión cultural: comunicación y periodismo.” Moderator during second session, including conference “Transformaciones económicas en Cuba: una mirada sociocultural” (Cuban economic transformations: a sociocultural approach), by Aurelio Alonso, and the panel “¿Cómo se hace comunicación cultural hoy en Cuba? Relaciones con la institucionalidad y la producción cultural, nuevos públicos, nuevos procesos, nuevos sujetos” (How do we do cultural communication in Cuba? The relationship between institutions and cultural production; new publics, new processes, new subjects), participants: Víctor Fowler, Danae Diéguez, Hailem Carrasco, Pepe Menéndez. Casa de las Américas, Havana, Cuba. September 19-21,

2013.

- Special Guest and Speaker at the International Fair of Book of Antofagasta, Chile. April 25- May 5, 2013.
 - Member of Session “Diálogos caribeños: el flujo de saberes en la zona del caos” (Caribbean dialogues: flows of knowledge in a chaotic zone). Latin American Studies Association, XXIX International Congress. Toronto, Canada. October 6-9, 2010.
 - Moderator of panel “Arte, acción cultural y espacios de resistencia contrahegemónica” (Art, cultural action and spaces of counterhegemonic resistance), with the group Calle 13 (Puerto Rico), as part of the Project Casa Tomada, Casa de las Américas, Havana, Cuba, March 23, 2010.
 - Member of Organizer Committee of Casa Tomada: Encuentro de Creadores y Artistas Latinoamericanos y Caribeños, Casa de las Américas, Havana, Cuba, December 14-18, 2009.
 - Guest and Speaker in International Fair Book of Caracas, Venezuela. November 13-22, 2009.
-

VOLUNTEER WORK:

- | | |
|-----------|---|
| 2021 | Ph.D. Representative at Departmental Graduate Students Association
University of Calgary, Calgary, Canada <ul style="list-style-type: none">• Represented Ph.D. students at the Graduate Student Association. |
| 2021-2022 | Member of the organization committee of the Graduate Students conference
Department of Communication, Media and Film, University of Calgary <ul style="list-style-type: none">• Part of the programming sub-committee, in charge of selecting the papers and panels and organizing the schedule of events. |
| 2018-2019 | Volunteer at the Kingston International Film Festival and the Queer Film
Festival, Kingston, Ontario <ul style="list-style-type: none">• Available for any task required by the organizing committee, including helping with the in-place organization during the festival days. |