

# Swayisphere

## Cece Hugo

She is a problem solver who thrives on the challenge of discovering innovative solutions. No field of business escapes her inquiring mind. The classic “idea person,” Cece is at her best when the clock is ticking.

Cece has extensive experience in marketing and communications on the local, regional and national levels. She has coordinated a wide variety of projects and events — from opening and merchandising a specialty retail gift store to the manufacturing and wholesaling of natural dog and cat treats, debuting a nationally syndicated television show to the launching of a novel wildlife park and oceanarium.

She recently returned from an extensive solo journey of self-discovery from Cape Town to Cornwall with Zimbabwe and France in between. Cece chronicled her adventure on the *Traveling in the Swayisphere* podcast available on Substack, <https://api.substack.com/feed/podcast/841716.rss>.

Previously, she provided marketing consultation, public relations and photography services, website content production including blog and podcast development, copywriting, and voiceovers for radio/TV commercial production. Recent clients include San Francisco Playhouse, Stern Grove Festival, Bay Area Cabaret, CMT San Jose, Sonoma Botanical Garden and The Presidio of San Francisco. Cece developed and produced 100 podcasts for SHN Theatres and the Broadway series in San Francisco, many of which were broadcast nationally.

As a partner in The Avila Company, a marketing/management firm specializing in lifestyle and entertainment projects, Cece unleashed Treatoria Food Company (wholesaler of natural dog and cat treats) and Bow Wow Meow Treatoria (retail gift stores for people and pets); contributed articles and restaurant reviews to WHERE Magazine (Seattle); and represented ShadowCatcher Entertainment, Clear Channel Entertainment (Seattle), Cameron Mackintosh Inc. (producer of *Miss Saigon*, *The Phantom of the Opera*, *Les Misérables* and *Cats*), The Kennedy Center in Washington D.C., and Seattle Culinary Arts School.

Prior to her partnership in The Avila Company, she was the Director of Advertising and Public Relations for the acclaimed Hotel Bel-Air in Los Angeles, directing the publicity effort for the hotel as well as its award-winning Restaurant and Terrace and celebrated Chef George Mahaffey.

Cece served as Director of Marketing for Pacific Video Resources (PVR), a video production and

digital postproduction facility in San Francisco. Before joining PVR, she was Executive Director of the Marine World Foundation (Marine World Africa USA) in Northern California, where she developed the wildlife park's membership and fundraising programs and directed the education, research, and conservation departments. Prior to entering the nonprofit sector, Cece was as a marketing consultant in Los Angeles specializing in entertainment, and was Media Relations Representative for the ABC Television Network. She also served as Advertising and Public Relations Manager for Golden West Television and Group W Productions.

Before her television positions, Cece enjoyed a prolific association with top Los Angeles radio stations KABC Talkradio and KLOS FM (AOR) where she held a variety of positions including Publicity and Promotions Manager, Announcer, Studio/Field Engineer and Network Engineer.

Cece is a native of Pasadena, California. She received Bachelor of Arts degrees in Journalism and Broadcasting from the University of Southern California Annenberg School for Communication and Journalism. She is a California licensed real estate agent because you just never know.

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#### Cece's Key Skills and Qualities:

- Nimble writer
- Accomplished juggler—multitasks effortlessly and effectively.
- Team Player—has managed and motivated staff and served happily as a staff member.
- Congenial—always listens and plays well with others; exemplary corporate, customer and client relations.
- Unflappable—watched patiently as a chimp rifled through well-organized files.
- Tenacious—baked over 350 pounds of dog biscuits in one day.
- Resilient—survived numerous retail Holiday seasons.
- Innovative and inspiring—possesses entrepreneurial spirit and keen sense of humor.
- Innate problem-solver—tackles every project with enthusiasm and a superb bag of tricks.
- Curious—research-oriented to stay current with developing trends; constantly exploring new marketing and public relations opportunities.

#### Her Bag of Tricks:

- Writing/editing for all mediums
- Photography and videography
- Audio/voiceover/podcast production
- Social media management
- Digital content development and management
- Event production
- Strong network of media contacts
- Proficient in Adobe Creative Suite including Photoshop, Lightroom, and Audition, plus, Audacity, GarageBand, Final Cut Express, WordPress, and Microsoft Office 365