



Sergio Joaquín Leoni Mercado

B.A. in Communication Sciences — storytelling, strategy & institutional communications

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📍 Achumani, La Paz

Est. 1998 · Print Media

SATVA S.R.L. **founder** since 2019

Communications Director, **GAMLP**



25+

YEARS



4

NEWSROOMS



9

AGENCY CLIENTS



6

INSTITUTIONS



3

LANGUAGES

Communication professional with over 25 years of continuous experience in print media, television, social media, and communications management for government and non-government institutions. Founder of Agencia SATVA S.R.L., with expertise in strategy, audiovisual production, editorial design, and institutional communications for national and international clients.



Career Timeline

● Print & editorial ● Broadcast ● Public institutions ● Agency / private



Communications Director — Municipal Secretariat of Culture, High-Altitude Tourism and Orange Economy

Gobierno Autónomo Municipal de La Paz (GAMLP) – La Paz

Jun. 2026 – present



Legal Representative and Founding Partner — Agencia de Comunicación SATVA S.R.L.

SATVA S.R.L. – La Paz

Oct. 2019 – present

- Development of communications strategies and production of audiovisual and informational materials.
- Graphic design and layout of annual and informational reports, bulletins, and newsletters.
- Management of translation and dissemination in foreign and native languages.



Communications Officer

Centro de Investigaciones de la Vicepresidencia – Bicentennial Library, La Paz

May 2014 – Aug. 2018

- Internal and external institutional communications.
- Social media management and editorial coordination for the printing of the 200 Bicentennial of Bolivia (BBB) books.



Journalist / Press Coordinator

Bolivia TV – La Paz

May 2010 – Mar. 2014

- Coordination of morning and midday news programs.
- Drafting of press releases.



Head of Editing and Writing

Revista Metro – La Paz

Jun. 2008 – Dec. 2013

- Editing and writing of articles for the Society and City sections.



Communications Strategy Implementation

AECID – La Paz

Feb. 2019 – Mar. 2019

- Implementation of the communications strategy for the CIMAS Program.



Archive and Data Collection Officer

Vice Ministry of Alternative Education – La Paz

Jun. 2019 – Oct. 2019

- Design and layout of the 10-year report of the Post-Literacy Program.



Institutional Communications

Vice Ministry of Foreign Affairs – La Paz

Mar. 2010 – May 2010

- Coordination with the Ministry of Foreign Affairs for press releases and press coverage.



Agency Clients — SATVA S.R.L.

Save The Children

2026

Digital materials and brand positioning on social media for fundraising.

Defensoría del Pueblo

2025 – present

Audience segmentation and information dissemination strategies.

Plan International

2024 – 2025

Digital strategy and communications materials for social media.

UNICEF

2023 – 2024

Communications strategy, audiovisual material, webinars, 75th anniversary event.

Banco Nacional de Bolivia

2023 – 2024

Audiovisual production with 2D/2.5D animation for digital platforms.

DIACONÍA

Sep. 2021 – Jan. 2022

Documentary on the institution's 30th anniversary and historical book.

Banco BISA

May – Aug. 2020

Writing, design, and layout of promotional materials.

OFEP

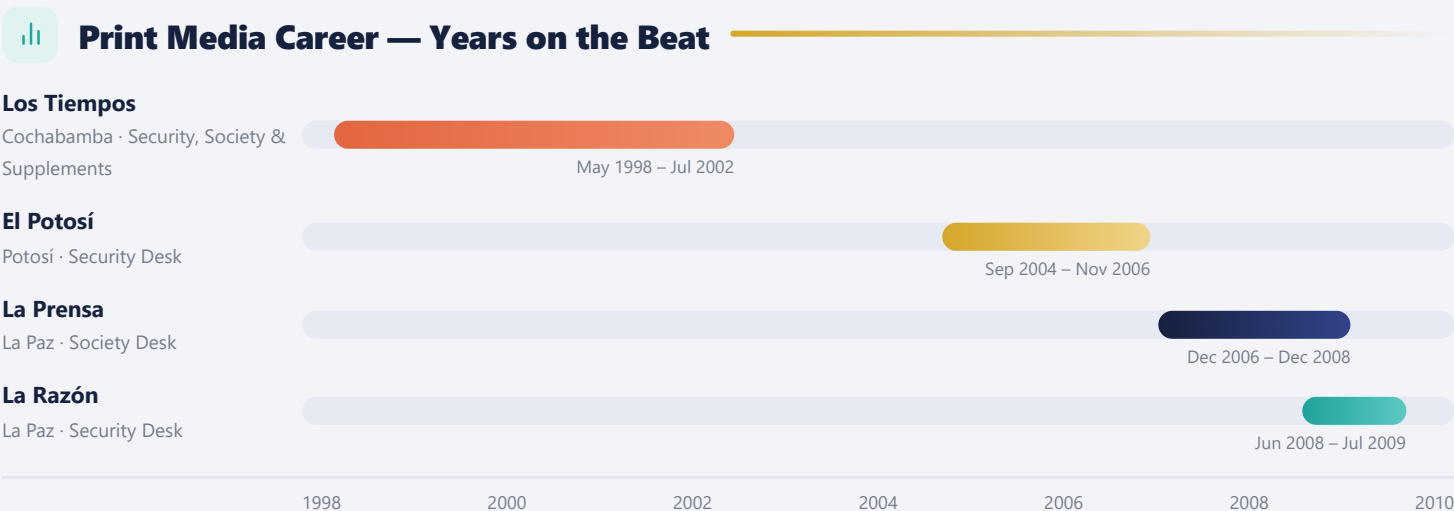
Oct. 2018 – Dec. 2020

Communications strategy and institutional content.

Telefónica Viva / Mi Teleférico / UNITAS

Various

Corporate communications, photographic and audiovisual coverage.





Academic Background



Bachelor's Degree in Social Communication Sciences

Universidad Católica Boliviana – San Pablo

1992 – 1997



Languages



Spanish
Native



English
5 / 5



Aymara
3 / 5



Core Skills

Team Leadership

Storytelling

Institutional Comms

Audiovisual Prod.

Social Media Mgmt.

Editorial Design



Interests



Theater

Active member of the theater company Khimayra.

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