

JEANNETTE KAPLUN

PERSONAL PROFILE

With a career in communications spanning over 16 years in the broadcast and online industry, Jeanette is a true multimedia professional. Bilingual and bicultural, she is known in the US and other countries as a latina parenting expert.

PROFESSIONAL EXPERIENCE

2010-present Board member of Sleep'n Sync

1999-present Todobebe, Inc. Miami, Florida

- Supervises all multimedia content produced by Todobebe, Inc. the leading parenting brand for spanish-speaking families.
- Editor-in-chief of Todobebe.com, supervising the website's content and layout.
- TV Host for Viva la Familia, weekly one hour show that airs on Univision and 6 other countries.
- TV Host for Todobebe's TV show which aired in 4 countries, including the US and Mexico.
- Host of radio vignettes and show in the US, Mexico and other countries.
- Editor in Chief of the Todobebe magazine that had a circulation of 883,000 in 2008

Company won 2007 Canyon Ranch Institute Prevention Pioneer Award.
One of the first parenting bloggers in Spanish

1998-2002 Discovery Channel Latin America, Miami, Florida

Tech Reporter for "Vida@linea"

- Reporter and Host for weekly technology program that aired in South America, Spain and Portugal.

1997-1998 Account Executive

Fleishman- Hillard. Coral Gables, Florida

- Coordinator and executor of Microsoft Latin-America's public relations plans. Organized media training courses for executives.
- Press materials writer and translator.
- Responsible for bilingual media relations and strategic communications counseling.

1994-1997 Instructor

Pontificia Universidad Catolica de Chile. Santiago, Chile

- Taught Public Speaking and Rhetoric Skills for Television to students of the School of Journalism.
- Coordinated Television News Workshop and supervised student newscast.

1994-1996 News reporter and Producer
Corporacion de Television de la Universidad Catolica de Chile (channel 13). Santiago, Chile

- Produced, wrote and edited stories for Teletarde, Teletrece and Telenoche, the station's main newscasts.
- Reporter for Chile's first international newscast, Encuentro Noticioso.

1994 Reporter and television critic
Editorial Sipimex. Santiago, Chile

- Entertainment and community news reporter for "Mas Providencia" magazine, a weekly publication.

PUBLICATIONS

2006 Author of "Todobebe: todo lo que necesitas saber para el primer ano de tu bebe"
Rayo/Harper Collins

1999-2010 Author of hundreds of articles about pregnancy and parenting published on www.todobebe.com

EDUCATION

1997-2000 University of Miami, Coral Gables Florida
Master of Arts in Communication (candidate)

Awarded Academic Merit Scholarship by the School of Communication 1998
Chosen Graduate Assistant among 40 students

1992-1995 Pontificia Universidad Catolica de Chile. Santiago, Chile
Journalist/Bachelor in Mass Communications

Ranked number one among 1995 graduates.
Recipient of the "Maximiano Errazuriz Award", the school of journalism highest distinction

1990-1991 Universidad Gabriela Mistral. Santiago, Chile
Bachelor in Social Sciences

Ranked number one among 1991 graduates
Awarded scholarship for academic achievement, 1991

HONORS

Maximiano Errazuriz Award from the School of Journalism of the Pontificia Universidad Catolica de Chile.

2007 Women of Valor Award, Aventura Turnberry Jewish Center

Included in Hispanic Media 100

Nominated for Premio INTE

Included in Who's Who in America and Who's Who for Emerging Leaders