



## **Voler Welcomes New Creative Director María Espinosa-Peña**

**San José, Calif., (April 19, 2018)** Voler is pleased to announce the hiring of a new Creative Director, María Espinosa-Peña, a media and communications professional with over 25 years of experience and expertise in network television.

“We are delighted to welcome María to the team. The depth and range of her experience in the world of media will be of tremendous benefit to the clients and communities that we serve,” said CEO Perla A. Rodríguez.

Most recently, Espinosa-Peña served as News Producer at KTVU Fox 2, the Bay Area’s news leader, where she produced over 200 episodes of a two-hour live weekday and weekend morning news program, “Mornings on 2”.

Prior to her tenure at KTVU Fox 2, Espinosa-Peña was an Executive Producer at Univision Television Group leading the production of a live morning 60-minute information and lifestyle program on Univision’s Bay Area affiliate, a ratings leader and the only Spanish-language live morning program in the market.

As a solid broadcaster, she has produced thousands of television hours career wide in a top 10 media market (San Francisco Bay Area), developed sponsorship opportunities and campaigns for major brands, and created customized content and programming that drove measurable increases in viewership and ratings.

María has also been nominated for an Emmy for her work in the Cultural and Public Affairs Programming category.

As an active professional in media, Espinosa-Peña is a member of the National Association of Television Arts & Sciences, Norther California Chapter; the National Association of Hispanic Journalists; and the National Association of Professional Women.

Espinosa-Peña holds a Bachelor of Arts degree in Radio and Television from San Francisco State University and a Certificate in Non Profit Leadership and Management from the Center for Excellence in Non Profits.