

Cristián Salvo

Cristián was born in Santiago, but Iquique, a city in northern Chile, is in his heart. He is a graduate from Universidad La República. His thesis was on: "Communications Consultancy: A new labor field for journalists".

Cristián Salvo joined our company in February 2001 as a consultant in the area of contents. Ever since his arrival, he has worked in the population of sites like Santiago Limpio (Conama RM) and La Semana Jurídica, among others.

Cristián has also worked in numerous independent communication projects. In 1997, he founded Mundo Oeste, a newspaper which covered the Santiago boroughs of Pudahuel and Cerro Navia, aimed at disseminating information on different matters to the community. He also was part of the staff that published the following papers: El Raco in the Cordillera Province (as a journalist) and El Interprovincial, which covered Talagante and other villages (as a director), just outside Chile's capital. Since Cristián is so fond of living new experiences, he has also worked for a couple of advertising agencies, as a creative writer. He has the warmest memories from Nuevo Mundo radio station where he made lots of good friends, and became acquainted with what he calls "trench journalism".

Mr Salvo landed in the world of Internet when he was part of the team which developed the graphic as well as the content aspect of Chile's first virtual mall: Plaza de Compras by Adexus S.A. (www.plazadecompras.cl). The new technologies have given him a new place where to learn and grow as a professional.

See his [currículum](#)