

## MAGDIEL ESPINAL

### Consultant



Magdiel Espinal is a Consultant in the US office of Lord Cultural Resources. Her passion for community engagement, understanding the drivers of stakeholder's support of the arts, branding and placemaking informs her contribution to contextual research, data collection and analysis, as well as market and comparable research across multiple projects.

Since joining Lord, Magdiel has moved from a Research Consultant to a higher role, contributing to various projects while taking on expanded research and project coordination responsibilities. Her research has been instrumental in projects such as the Columbus & Franklin County Public Art Plan in Ohio, the Cultural Amenities Master Plan for Warner Center in LA, and the History Heritage Arts & Culture Strategy in Tucson, AZ. She is currently leading research and coordination efforts for the Ulster County Arts & Culture Plan.

Prior to Lord Cultural Resources, Magdiel worked at Arts Etobicoke, Toronto, on community engagement, creative data collection, analysis and information sharing as part of their Digital Strategies team. She additionally led all marketing and design initiatives at Cinco C, SRL, in the Dominican Republic.

Magdiel holds a MA in Strategic Branding and Stakeholders Communications from Middlesex University London, UK, and a Post-graduate Certificate in Arts Administration and Cultural Management from Humber College in Toronto, CA. She completed her bachelor's degree in Marketing at the Pontificia Universidad Católica Madre y Maestra (PUCMM) in Santo Domingo, DR.

She is fully bilingual in Spanish and English, fluent in Portuguese, and has a working knowledge of French.