

EMPLOYEE

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SPOTLIGHT

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Hi, my name is Evelyn Nila; my full name is Evelyn Christine Nila Alatorre.

I’m on the Pricing and Planning/Audience team, where my focus is on Paid Media and Media Performance Insights. In January 2024, I will be celebrating 5 years with ATTN.

My family is from a pueblo (town), San Felipe de Híjar, about 3–4 hours from Guadalajara, Jalisco, depending on the road conditions. If you click on the link, and zoom out in the Google Map, you’ll see we are deep in the mountains.

I try to go back once a year to visit uncles and cousins. My mom is 1 of 6 children, half of them are here in the states, and half are over there. It’s always interesting to go back, until a few years ago, we had to shower with buckets and had to keep an eye out for scorpions. I still don’t put my hands under my pillow and I shake out my shoes before I put them on... out of precaution.

Speaking of scary things, I’m not usually afraid of ghosts or el cucuy (the boogeyman), but as soon as I step foot in Mexico, all those things feel way more real. It could be because that’s how we spent our time there. Sitting outside our house, my grandpa would tell us scary stories. There was really nothing else to do. On good days, we had three channels at most that we could browse on the television. I do have fond memories watching El Chavo del Ocho and El Chapulín Colorado with the family. This Mexican superhero recently made a cameo appearance in a DC film. 🦋

I’m a born and raised Angelino. Los Angeles is known for its diversity, but I grew up in a bubble - East LA and South Gate are primarily Latino communities. It wasn’t until I lived in the dorms at UCLA that I started to experience Los Angeles as the melting pot it is.

My first language was Spanish. It wasn’t until 2nd grade that I was placed in an English-only class. I think I caught up pretty quickly, but I have noticed I’m much slower to speak when it comes to acronyms. I suppose that’s the result of learning the alphabet in Spanish first.

There is so much that contributes to who we are as people, it’s impossible to fit it all in a very cool, celebratory newsletter. But I hope this small glimpse into my life was insightful, if not a tad entertaining.



Que es Hispanic Heritage Month?

Pues, es que...

We could totally give you the textbook version of what HHM is, but we want you to know what Hispanic Heritage Month means to us.

HHM is a celebration.

It’s the acknowledgement of the accomplishments of our people. It’s celebrating each other’s cultures, food, traditions, and the things that make us who we are.

ATENCIÓN SPOTIFY PLAYLIST

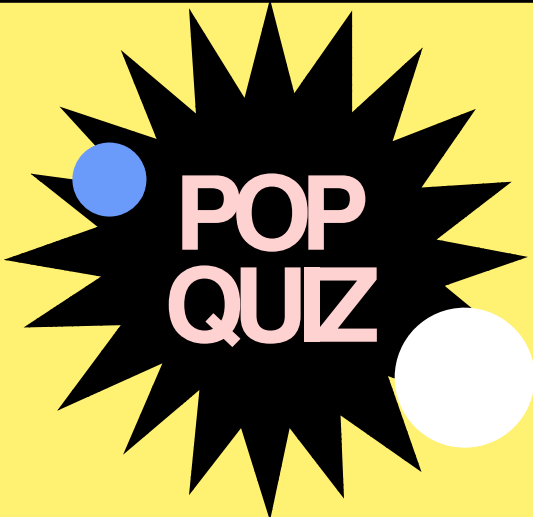


Over the past few years, we’ve seen the rise of crossover between so many genres.

Latinx artists are no exception to this as we saw Rosalia, Bad Bunny, Karol G make their way to the top of some charts.

That’s why we’re inviting you to join us in the creation of the Atención Spotify Playlist. Have a Spanish hit or song by a Latinx artist you love? Add it to the Spotify Playlist. And no, you don’t have to be Hispanic to participate, because music is universal.

**Keep an eye out because we’ll be sending out a link to collab via Slack soon **



September 15 kicks off HHM

September 16 is what country’s independence day?

HASTA LA PROXIMA VEZ

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UNTIL NEXT TIME

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POP QUIZ ANSWER: MEXICO

- SEPTEMBER 20: LUNCH LOTTO W/ LOCAL AGUAS FRESCAS TASTING + GROUP ACTIVITY
- SEPTEMBER 27: HISPANIC HERITAGE MONTH SLACK DRAFT
- SEPTEMBER 29: HISPANIC/LATINX TRIVIA
- OCTOBER 4 or OCTOBER 11: HISPANIC HERITAGE MONTH LUNCHEON + GROUP ACTIVITY FT. SPECIAL GUEST