



MEDIA ARCHIVE

Guadalajara — Madrid

Exploring cultural, hospitality and creative connections across Mexico and Spain.

This archive brings together selected projects, press features and cultural collaborations. It is not a full CV, but a curated overview of Janell's work across hospitality, media, culture and experiences.

Short Biography

Janell Fajer is a creative strategist and connector based between Mexico and Spain, specialized in hospitality, experiential marketing, strategic partnerships and cultural storytelling.

Her work combines PR, community building, editorial positioning and curated experiences through projects connected to gastronomy, film, wellness, media and community.

She has collaborated with hospitality brands, ambassador programs, film productions, cultural initiatives and experiential concepts focused on creating meaningful atmospheres and strategic visibility.

Her approach blends aesthetics, intentionality and relationship-building through experiences that feel personal, elevated and culturally connected.

Designing spaces, experiences and relationships with intention.

Areas of Work

Hospitality & Lifestyle Experiences

Strategic Partnerships

PR & Brand Positioning

Community Building

Experiential Marketing

Creative Direction & Visibility

Editorial Positioning

Cinematic Storytelling

Cultural & Editorial Projects

Selected Projects

Restaurant Week Guadalajara

Gastronomy • Partnerships • Media

Co-created one of Guadalajara's most recognized gastronomic initiatives, collaborating with more than 120 restaurants, hospitality brands and media platforms. Participated in cocktail activations, press conferences, media relationships and experiential strategy.

Concepción Film

Film • Acting • Cultural Promotion • Media

Lead actress in the independent feature film *Concepción*, distributed through Cross Entertainment and streaming platforms worldwide. Participated in the film's public promotion, media appearances and cultural positioning.

Comiendo con Martita

Lifestyle • Gastronomy • Editorial Storytelling

Lifestyle and gastronomy platform focused on discovering restaurants, experiences and hospitality concepts through an authentic editorial perspective. Featured in CHIC Magazine and Cooking Table Magazine.

Congreso de las Estrellas 2026

PR • Guest Relations • Influencer Strategy • Event Positioning

Supported strategic guest, press and influencer coordination for Congreso de las Estrellas 2026, connecting special guests, creators, media and strategic profiles with one of Mexico's leading elite livestock events. Coordinated courtesy invitations, guest kits, VIP access, media follow-up and organic visibility efforts to strengthen the congress' positioning as a high-level livestock, gastronomy and entertainment experience.

Karmele Repostería

Hospitality • Customer Experience • Café Culture

Early hospitality and guest experience involvement during the opening stage of Karmele Repostería in Guadalajara, supporting front-of-house operations, customer service, coffee preparation and in-store experience in a highly people-centered environment.

Ambassador Programs & Brand Activations

Experiential Marketing • Brand Partnerships • Hospitality • Community Engagement

Coordinated ambassador programs, experiential activations and strategic brand collaborations through Friday Social Scene by Apodaca Group. Worked with lifestyle, hospitality and entertainment brands including Tecate, Bacardí, Heineken and Carta Blanca, connecting curated audiences with culturally driven experiences.

Peach Agency

Influencer Marketing • PR • Brand Collaborations • Talent Relations

Managed influencer relations, creator partnerships and PR collaborations for lifestyle and hospitality brands, helping connect campaigns with culturally aligned audiences and digital communities.

Commercial Partnerships & Business Development

Strategic Sales • Commercial Development • Relationship Management

Commercial and business development experience focused on relationship management, market expansion, brand positioning and partnership development across corporate, mobility and business sectors, including Grupo APEX and SITRAK.

International Golf Connect

Luxury Hospitality • Golf • Brand Partnerships • Networking

Relationship-building and brand partnership support for a private luxury golf networking experience at One&Only Mandarin, connecting selected brands with a premium hospitality and lifestyle audience.

Reserva de Sabores — Reserva de la Familia

Premium Spirits • Gastronomy • Guest Strategy

Supported strategic guest invitations for *Reserva de Sabores*, connecting selected profiles with a premium gastronomy and tequila experience in Guadalajara.

Fearless Congress

Community • Media • Public Speaking

Media and communications support for Fearless Congress México, contributing to public promotion and community outreach for a large-scale event focused on human formation, spirituality and cultural impact. Participated in radio, television and digital media interviews as part of the movement's public communication strategy.

First Stop Matcha Morning Club

Hospitality • Wellness • Experiences

Curated intimate wellness and hospitality experiences focused on intentional conversations, aesthetic storytelling and community connection.

First Stop x Ana Félix Paintings

Art • Presence • Conversation

Curated cultural gathering around anthropological transcendence, art and meaningful conversation. An intimate experience designed to explore presence, freedom and the human person through community, contemplation and aesthetic storytelling.

Saber Sentir — Book Presentation

Poetry • Culture • Editorial Presence

Invited as “madrina” for the poetry book *Saber Sentir* by Natalia Villaseñor, in collaboration with Naviru, as part of a cultural gathering focused on art, reflection and meaningful conversation.

Community & Cultural Leadership

Spirituality • Community • Human Formation

Founder of Misiones IPLYCEA and leader of spirituality and community-building initiatives focused on meaningful human connection. Worked in Sierra Leone as a teacher, coordinator and creator of the “Personal & Social Education” program for secondary students.

Additional Formation

Luxury Hospitality • Experiential Event Design • Guest Experience

Additional formation in luxury hospitality, experiential event design and curated guest experiences through collaborations and workshops with Christian Frey and professionals from the luxury events industry.

Selected Press & Media

[Cross Entertainment](#) / [Prime Video](#)

[N+ Interview](#)

[EL NORTE](#)

[REFORMA](#)

[CHIC Magazine](#)

[Milenio](#)

[Informador / Gente Bien](#)

[Aleteia](#)

[Fearless Congress](#)

[Natalia Villaseñor — Saber Sentir](#)

[Misiones IPLYCEA](#)



EWTN
NOTICIAS

JANELL FAJER
PROTAGONISTA DE LA PELÍCULA "CONCEPCIÓN"

Llevan al cine la vida de la beata Concepción Cabrera

Bajo la producción de Martha Navarro, la dirección de Alejandro Francés y la actuación de Janell Fajer, la cinta alista su estreno para octubre

Por: Kike Esparza
9 de abril de 2023 - 06:06 hs



Película "Concepción". La vida de la Beata Conchita Cabrera. ¡Conócela!



Hospitality, Partnerships & Cultural Experiences



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Focused on creating experiences, relationships and atmospheres that feel intentional, human and culturally connected.