

In Her Words: June



Alexandria Baltazar



"It is so easy to give up, but that one percent of hanging on changes everything."

Every woman has a story. But some stories shake rooms, open doors, and redefine what's possible. In Her Words is SAR's series spotlighting trailblazing women who lead with courage, shape community with intention, and inspire the next generation through purpose, resilience, and grace.

Some people build careers. Others build worlds people can exist inside of.

Alexandria Baltazar has spent more than a decade helping stories find their way into the world. Her work has taken her through major productions, new opportunities, and rooms where ideas are brought to life. Yet somewhere between the deadlines and the finished projects, she realized she had always been chasing something bigger than a career.

A desire to help people feel seen.

When asked who she is beyond the resume, titles, and work itself, her answer came naturally:

"I'm a healer."

Long before stories ever reached a screen, Alexandria understood that stories hold something greater than entertainment. They shape perspective, create connection, and remind people that they are not alone.

"Our responsibility is to contribute to perspective and resonate with people."

Between 2017 and 2022, Alexandria was doing what many people spend years working toward. She was climbing. The opportunities were becoming bigger, the rooms larger, and from the outside everything looked exactly the way success is supposed to look.

But life has a way of asking quiet questions in the middle of loud seasons.

How much of yourself are you leaving behind while you're building something?

Long days became longer. Twelve and fifteen hour workdays blurred together. Time with family became scarce and somewhere beneath the momentum, success began feeling disconnected from the things that mattered most.

Some opportunities opened doors and created moments worth celebrating. Others revealed difficult realities that challenged her deeply.

Still, certain seasons leave us with unexpected gifts.

For Alexandria, that gift was clarity.

She began understanding how deeply environments shape people and how much can change when someone feels safe enough to speak, create, and simply exist as themselves.

Today, through Hot Kettle Entertainment, she is building the kind of space she once found herself searching for.

"Everything is a communal effort."

Not simply a company, but a place where people feel supported, ideas are welcomed, and connection matters more than ego.

Because sometimes the things we build are reflections of the things we once needed ourselves.

For a long time, Alexandria believed strength meant carrying everything alone. Independence became a form of protection. Over time, she realized surviving and living are not the same thing.

"You don't have to do things alone."

Allowing support in, trusting people, and believing community could exist without conditions became its own kind of healing.

Today, Alexandria describes this season of life as transformation.

"It's not a rainstorm. It's just a little cloudy."

And through moments of self doubt and imposter syndrome, she still returns to something her grandmother would always say:

"What does it matter?"

The words became a quiet interruption to fear and a reminder that life continues waiting while we spend so much time worrying about things that may never happen.

When Alexandria thinks about the next generation of women, her advice is simple:

Speak up.

Be yourself.

Growing up has a way of teaching people to edit themselves. Experiences leave marks and fear can slowly convince people to trade pieces of themselves for acceptance or certainty.

Alexandria understands that growth is not always becoming someone new. Sometimes it is finding your way back to yourself.

When someone walks away from her story, she hopes they leave feeling optimistic and continue believing there is room for their own imprint on this world.

Because if there is one thing Alexandria hopes women hold onto, it is this:

Hang on a little longer. Trust yourself a little more. Keep moving toward the things that call you, even when the full picture has not revealed itself yet.

Because sometimes everything changes in that extra one percent.

This is Alexandria. This is SAR.

By Hector Zamora



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