



CONTACT INFORMATION

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(55) 606 687 30
CDMX
Availability to relocate

EXPERIENCE



Tejon Digital Marketing

2 yrs 10 mos

Project Manager / Art Director

Full-time
Jan 2018 – Oct 2019 · 1 yr 10 mos
Toronto, Canada Area

- Project Management for all web sites and apps developments, including e-commerce projects. Developing and re-designing projects for major brands in Canada such as Hispanotech, Greenrack, LEMB Digital, THCC, among others. Also As project manager I was the bridge between clients and the production team, managing multiple projects at the same time, I added as a goal client retention, which I accomplished with help of my team and the account managers at a 100%. I was also involved with the HR processes concerning new additions or replacements to my team.
- Art Direction for Social Media Accounts and Design Projects. I created a process using Asana to deliver effective content to all social media accounts for the brainstorming and conception of the ideas to the data analysis of the results. See portfolio for before and after examples.
- Creative strategy development of Advertising Campaigns for Canadian and Mexican accounts for lead generation campaigns, traffic and awareness through Google and Facebook Ads.
- Consultation to existing and new accounts. Account managers consulted me whenever they had a new accounts or a new project, I helped tailor-made proposals and KPIs for the majority of new clients.
- Participation as Designer, Video Editor and Web Developer in some projects.

Senior Front-End Designer & Communications Specialist

Jan 2017 – Dec 2017 · 12 mos
Toronto y alrededores, Canadá

- Web Development: participating in the creative process and production for all new projects, developments made in Wordpress with custom themes including development of e-commerce projects.
- Project Management on web and marketing projects. Whenever the project was too big for a one-man job, I got assigned a couple times the direction of a small team of designers, developers and copywriters. The direction given in this few projects helped me landing a promotion in the firm as project manger / art director.
- Support and Updates deployed to existing and new accounts from USA, MX and CA, Increasing growth and client retention.
- Social Media Management including Advertising strategy. I also participated in the copy strategy offered for new clients that where entrepreneurs, we tailor made copy for web and other applications to help our clients achieve success when they really had no copy or a developed marketing strategy in their business plan to start with.
- Adwords (Now Google Ads). Strategy and campaign supervision for Clients in Canada and Mexico like Biomattress and Village English (We helped increase the flow of applications creating lead generation campaigns with landings and social media campaigns that followed the same strategy, the results where an increase of more than 300% of leads every month).



Senior Frontend Developer

Marketing Reload
Oct 2016 – Mar 2017 · 6 mos
Bahía de San Francisco y alrededores, Estados Unidos

- Web Development In WordPress and PHP for actual and all new accounts including New-pathways Foundation, Casa de la Seguridad, Coag-Sense Amon others. Introduced a new way to increase the time and the quality of the websites developed by the firm, using advanced WordPress techniques I managed to deliver Websites in weeks while the actual time of development was months.
- Support for existing websites and web applications. (Sites developed with PHP and JavaScript Frameworks). After the firm relocated to San Francisco I continued to work as a freelance for some times



Professor

Universidad del Valle de México · Contract
Jan 2014 – Dec 2015 · 2 yrs
Cuernavaca, Mor

- Teacher in Web Development Area
- Teacher in Graphic Design Area
- High Academic Score in Teachers Evaluations.



Creative

ÉS Intl. · Freelance
Jan 2010 – 2015 · 5 yrs
Jojutla, Morelos, Mex

- Consultation and Freelance Production



Marketing Manager

Telas Grisel
Jan 2009 – Sep 2013 · 4 yrs 9 mos
Jojutla, Morelos, Mexico

- Branding
- Marketing Production
- Social Media Management
- Floor Management (Eventually)

EDUCATION



Universidad del Valle de México

Licentiate degree, Diseño gráfico, 9.5
2007 – 2011
Activities and Societies: Taller de Música representando a la universidad en las muestras regionales, así como participando en festividades en la misma.

TITULADO CON EXCELENCIA ACADEMICA



The College of Santa Fe

BA, Graphic Design
2011 – 2011
Activities and Societies: Part of Design Team of Adversiting Campaing for the OVF, a visual show made with projection of animated code-created images. (Featured in newspaper)

Semestral Interchange



Universidad Internacional

Certificate, Advertising and Marketing, Marketing, Certificate
2016 – 2016



Otras Instituciones

Licentiate degree, Advertising, Music, Teather

Diplomado en Software Aplicativo. IAASA. 1999-2000
Diplomado en Web Máster Designer. Intsignt 2006
Diplomado En Ingles. Instituto Era. 2006-2007

SKILLS

| Project | Web Development | Graphic Design | Productivity |
|----------------------|--------------------|--|---------------------|
| Do / Asana | HTML 5 | Branding | OFFICE (MS Office) |
| Git-Hub | CSS 3 | Editorial | OpenOffice, GDocs, |
| Slack | PHP | Brochure | TRALIX) |
| Bitrix | JavaScript | Press | IDE: VS Code, |
| Slack | SQL | Social Media Design | Brackets, Sublime |
| Google Teams | JQuery | ADOBE CC (PS, AI, ID, FW, DW, PR, AE,Y AU) | OS: MacOS, Windows, |
| Trello | Wordpress | Sketch | Linux |
| | Woocommerce | Invision | FRAMEWORKS |
| Other | Joomla | FRAMWORKS | Agile |
| Video Edition | | UX | Scrum |
| Audio Edition | Data + SEO | IU | Waterfall |
| Social Media | SEO | Design Thinking | |
| Direct Sales | Advertising | | |
| Crisis and Marketing | Google Ads | | |
| Invoicing (Mexico) | Google Analytics | | |
| Photography | Google Data Studio | | |
| Micro-Cinema | Facebook Ads | | |
| Education | | | |
| Writing | | | |
| Copy | | | |

HOBBIES

Sports and Fitness
Reading Magazines and RSS
Blogging
TV Shows

LANGUAGES

Ingles. TOEFL. Fluid / Technical
Spanish. Native

DOCUMENTS

Valid Mexican Passport
Mexican Driver License - A
EUA Visa Business / Tourist - Valid 2026

