

## PERSONAL STATEMENT

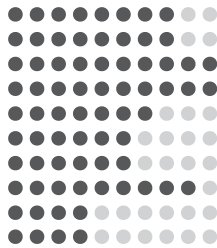
I'm a 29 years old Interaction designer from Mexico currently based in Mexico City.  
I specialize in video branded content strategy, advertising, video production and motion graphics design

I have 7 years of experience working for a wide variety of brands creating tailored content for mexican and latin american media and editorial groups.

## TECHINICAL SKILLS

### 01 Computer

Adobe Photoshop  
Adobe Illustrator  
Adobe After Effects  
Adobe Premiere Pro  
Adobe Audition  
Final Cut Pro X  
Da Vinci Resolve  
Cinema 4D  
AutoDesk Maya  
Nuke



## LANGUAGE SKILLS



## EDUCATION

- Interaction Design.  
**Universidad Iberoamericana. Mexico City.**

## WORK EXPERIENCE

- From 2011 to 2012**  
Motion graphics and post-production trainee @ **GRUPO EXPANSIÓN (Editorial)**  
Motion graphics design and editing for the editorial team within the group reporting to the post production and graphic coordinator.

- From 2012 to 2013**  
Sr Motion graphics designer and post-producer @ **GRUPO EXPANSIÓN**  
Motion graphics design and editing for the editorial team within the group reporting to the post production and graphic coordinator. Video editing and motion graphics design for brands like: ELLE México, Travel & Leisure, CNN México, InStyle, Life & Style, Expansión, mediotiempo.com and others.

- From 2013 to 2014** Motion graphics and post-production coordinator @ **GRUPO EXPANSIÓN**  
In charge of the motion graphics and post production team and reporting to the head of video. Responsible for all the post production process for the editorial and branded content areas of the group, delivering and overseeing content for multimedia and video ad campaigns for the group brands and external brands buying spaces in our media.  
+ ELLE México Diseña & Gourmet Awards (TV shows).

- From 2014 to 2017** Head of video **BRANDSTUDIO** @ **GRUPO EXPANSIÓN**  
In charge of the video department for BRANDSTUDIO, the internal content agency for GRUPO EXPANSIÓN.  
  
During this period I was in charge and involved in the whole process related with the video content created for the group and our clients, from brief to delivery, working closely with the Creative Director and the Commercial team handling all the accounts for the group, these including a wide variety of industries (entertainment, fashion, automotive, financial, gourmet, leisure, lifestyle, technology, etc.)

My role was to coordinate and manage the internal video team and overseeing the delivery for two TV shows broadcasted on SONY ENTERTAINMENT (Gourmet Awards México) and EI (ELLE México Diseña) .

- From 2017 to 2018** Head of video @ **BUENSALTO (Political campaign and Advertising Agency)**  
  
In charge of the video department and the delivery of multimedia content for political campaigns.  
  
My role was to work closely with the owner and creative director of the agency by receiving the brief from the campaign teams of our clients to then work on a video campaign strategy for multimedia that delivers followers for the candidates.

- 2018 to present** Head of video content & multimedia @ **SAINT ATELIER (Marketing, branding and Advertising agency)**  
  
Grupo San Tito / The bar company, a young and fast growing mexican food and beverage trading company which owners also had the idea to open a Marketing, branding and Advertising agency called Saint Atelier which at first was created just as an internal provider for content and branding for new products within grupo san tito.

I was given the opportunity to start a new department of video for Saint atelier as their head of video content and multimedia for outside projects and managed to start bringing new clients thanks to the relationships and contacts I had the chance to make on my previous roles and as a freelancer, working with brands like H&M, Riot Games, Bolsa Mexicana de valores, Condé Nast, Grupo Expansion and others.