

Cesar Augusto Falcón Hurtado

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Professional experience

Play Music School

Mexico City, Mexico

High school with progressive musical teaching on the development for effective learning to enhance talent

2017-current General Manager

- Lead, plan, and execute the business strategy through a team of 20 people.
- Launch and monitor new products and services to improve the value proposition.
- Perform annual strategic planning and continuous improvement of educational programs.
- Lead and execute B2B marketing strategies.
- Plan and produce student concerts between 80 and 350 attendees.

2015-2017 Marketing sales and recruitment

- Planning and developing an internal market research (teachers and students), in order to measure and identify their perception and trends in the field.
- Leading and counseling the process of designing the Brand elements and make sure the original image is carefully used in all our designs.
- Developing a marketing plan according to our needs
- Researching and analyzing CRM for the company.
- Creating and applying a Sales manual for the school.

La Comedia Local (Emilio Iovera)

Leading company specializing in comedy shows, with high performance in its productions.

Caracas, Venezuela

2013-2015 Road/Tour manager

- Coordinate and execute logistics, budgeting, riders, contracts and routes.
- Organize and supervise all the parties involved in the tour: artist, technicians, drivers, catering, etc. events between 3,000 5,000 attendees.
- Ensure contractual compliance of suppliers and local promoters.

Evenpro

Leading company in Marketing, Promotions and Mass Entertainment in Latin America.

Caracas, Venezuela

2010-2013 Stage manager

- Lead the work of technical and auxiliary staff during set-ups, break-downs and performances at events with more than 15,000 attendees.
- Organize technical elements on stage during the performance, assembly and disassembly.

2009-2010 Road manager

- Coordinate the logistics related to mobility of the artist's work team in concerts +20,000 attendees

2009-2010 Production assistant

- Support and assistance in the logistics and development of events in the production area of +20,000 attendees

Banco Federal

Caracas, Venezuela

2008 Financial Risk Intern

- Support in the development of a rating model for interbank operations..
- Preparation of formats, data collection and study of KPIs for subsequent analysis.

Skills

- Confident and effective communicator.
- Energy passion and dedication
- Make things happen
- Results oriented
- Planned, organized, multitasking and punctual delivery.
- Resourceful and creative leader for innovation

Education

2003-2008 Business Economist

Universidad Metropolitana

1999-2001 Bachelor of Science

U. E. Colegio Champagnat

Languages. **Spanish** Native.

English Advanced fluent. (spoken, written.)