

CURRICULUM VITAE

Hernaldo Rodolfo Torres Jerez

Date of Birth: 21 January, 1984
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EDUCATION

DUOC Universidad Católica de Chile.
BA in Professional Advertising and Marketing.

Universidad de Palermo Buenos Aires Argentina.
BA in Media Communication (incomplete)

WORK EXPERIENCE

2016 Freelance

- Developed ATL, BTL and Digital marketing strategy for Sab Miller in Central America through Saatchi & Saatchi agency.
- In charge of the Wrigley pitch for La Sociedad agency in Monterrey, México
- Currently developing the marketing strategy for Scribe Co. in México and Central America. Clients include: Wrigley, Scribe, Kellogg's, Mercedes Benz, Cat, KTM.

2014 – 2015 Mass LOWE Advertising Agency, Bogotá, Colombia.

- CCO
- I was summoned for the digital pitch of LAN Colombia. Having won the pitch, I was named creative director of the brand, and was responsible for client relationship management, KPI's and budgets.
- Awards: FIAP, IAB, Wave, and Ojo de Iberoamerica, Sol de San Sebastian.
- Clients include: LAN, Unilever, Virgin Mobile, Hush Puppies, Cat, Merrel.

2012 – 2014 Circus Advertising Agency, México D.F.

- Creative Director
- Formed the creative department from scratch. Developed recruitment and education strategy for new talent.
- Awards: El Sol de San Sebastian, Cannes, FIAP, Wave, Golden Circle.
- Clients include: AXE, Nivea, Virgin Mobile, Netflix, Puma, Cornetto.

2011 Duoc UC Santiago, Chile.

- Teacher.
- Professional Portfolio course

2010 – 2011 MAMBA Fashion Photography, Santiago, Chile.

- Co founder – Executive Producer
- Responsible for marketing campaign, the client attention, budget and new business.
- Clients include: Adidas, Samsung, Foster, HILA, ELLE, I-D and One Book magazine.

2010 – 2011 Publicis/Leo Burnet Advertising Agency, Santiago, Chile.

- Sr Creative Copywriter
- Clients include: Samsung, ING Bank, Livian, and Falabella.

2008 – 2009 EL ALMACEN/BUE Advertising Agency, Buenos Aires, Argentina.

- Jr Creative Copywriter
- Clients include: Carasand Hombre magazines, Carrefour and Boehringer Ingelheim.

2006 - 2008 GREY Advertising Agency, Buenos Aires Argentina.

- Creative writer
- Clients include: Lucky Strike, Kent, Heineken, Playboy and Procter and Gamble.

LANGUAGES

English: reads, writes, speaks.