



# Lcdo. Edwel Cerezo (Ms.c)

**Audiovisual, Marketing.**

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Mexico.

## *Summary*

A self motivated bilingual individual able to multitask in a fast pace environment with more than 5 years of experience in Advertising, Filming, Marketing, Journalism, Photography and Sales Management. Highly experience in PR with all types of customers and their different cultures. Degree in mass communications (PR and advertising), master in Marketing (Ms.c).

## *Working Experience*

### **Direction, Production, Videographer at Freelance Photographer and Filmmaker.**

november of 2016 – Present.

Worked for several companies in Mexico City (ask for demo reel). 2 Movies ("Soldado": Dir: Stefano Sollima, starring Benicio Del Toro. "La Jaula": Dir: José Salaverría, starring Karina Velásquez), commercials, spots, music videos, fashion films, among others. Also worked with photography for almost 10 years. Specialist in DSRL cameras, wedding filming and editing, photojournalism, fashion photography, portrait photography and food photography, photo edit skills in Photoshop Cs6, Lightroom 5.6, Adobe Premiere.

### **Producer at Cinestesia Media**

january of 2015 - mayo de 2016

In charge of all general productions (commercials, short films, corporative, movies), trace all the rental activities, searching for sponsors, product placements and strategic alliances. Efficiently managing production crews of 25-50 while producing projects on time and under budget. Establishing and maintaining productive working relationships with clients, vendors and contractors.

### **Sales at Kode Technologies**

may of 2012 - noviembre de 2014

In charge of the digital security division (CCTV) of the occidental region in Venezuela. Develop the pre and post sales and marketing strategy, hunting new clients, attend the costumer base, update the showroom, manage the strategy of the after sell service.

### **Sales and Marketing Coordinator at Progesa C.A**

may of 2010 - julio de 2011

(Advertising company) Coordinator of the sales department in charge of 3 graphic designers and 1 salesman. Hunting new clients, develop the pre and post sales and marketing strategy, work on the segmentation of our products within the distribution channel.

**Journalist at SENIAT**

january of 2007 - enero de 2008

I was the journalist of the customs division, this happened while i was a student of mass communications. My job descriptions were: cover all events, make the first newspaper and periodical library for the division, redact press notes, take photographs.

**Journalist at Universidad Rafael Belloso Chacín (URBE)**

october of 2006 - enero de 2008

Part of the university first press team, covering all events inside and outside the campus, developing press notes. Columnist in the first university magazine, in charge of the photography in all cultural events.

*Education***Universidad Rafael Belloso Chacín**

Master's Degree, Marketing, 2011 - 2015

Grade: Graduated

**Universidad Rafael Belloso Chacín**

Bachelor's Degree, Public Relations, Advertising, and Applied Communication, 2003 - 2008

Grade: Graduated

**Universidad Rafael Belloso Chacín**

Engineer's Degree, Informatics, 2003 - 2005

Grade: Four approved semesters.

*Skills & Expertise*

**Advertising**

**Marketing**

**Sales Management**

**Photography**

**Videography**

**Adobe Photoshop**

**Adobe Premiere**

**Creative Writing**

**Film Production**

**Photojournalism**

**Portrait Photography**

**Product Photography**

**Documentary Photography**

**Radio Broadcasting**

**Social Media**

**Football**

**Tennis**

**Rockclimbing**

## *Languages*

**Spanish** (Native)

**English** (Complete professional competence)

**French** (Basic)

## *Certifications*

**Professional locution**

Universidad del Zulia septiembre de 2011.

## *Courses*

Marketing 0804.

Ética y Responsabilidad Social de las Organizaciones.

3er Congreso de Gerencia Global (Publicidad & Mercadeo).