



Edwel Leomar Cerezo Torreyes

Marketing, Filmmaking, Media, Journalism

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About.

A bilingual individual able to multitask in a fast-paced environment with more than 7 years of experience in Advertising, Filming, Marketing, Journalism, Photography, Sales Management and Video Editing. Highly experience in PR with all types of customers and their different cultures. Degree in mass communications (PR and advertising), Master in Marketing degree. (Ms.c).

Experience.

* Higher Focus Media LLC

July 2023 -February 2024

Part of the American Survey Team, calling Houston/ Lubbock / Corpus Christi and Texas leads and on behalf of TX dot to fill surveys online about improving traffic in the city.

* Grupo Posadas

Marketing, Vacation Consultancy, Liner, Sales

October 2018 – Feb 2021 Cancun Area, Mexico

Responsible for advising clients about suitable travel options in accordance with their needs, wants and capabilities. In addition to discover new prospects or keep the members investing in the company, being one of the biggest companies of hotels in Mexico. Advice the best membership options according to their needs and income. I was in charge of the

north american nonmembers, prepare strategies to accomplish the best sales presentation for them. Also, in charge of the scheduled and new events to discover new prospects and strengthen the old ones. Marketing responsibilities and tasks. explain the function benefit part of the company to sell our products and provide a good service and a strategy for a success sales presentation.

*** Freelance Photographer and Film maker Direction, Production, Videography, Photography. November de 2016 - Present
Mexico City Area, Mexico**

Creating content for social media, also 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 other. 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, Lightroom and video 5.6, Adobe Premiere.

*** Cinestesia Media**

Producer
January 2015 - May 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.

*** Kode Technologies**

Sales
May 2012 – November 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 customer base, update the showroom, manage the strategy of the after-sell service.

*** Progesa C.A**

Sales and Marketing Coordinator May 2010 - July 2011

(Advertising company) Coordinator of the sales department in charge of 3 graphic designers and 4 salespersons. Hunting new clients, develop the pre and post sales and marketing strategy, work on the segmentation of our products within the distribution channel.

*** SENIAT**

Journalist

January 2007 - January 2008

SENIAT is the government's department who controls the tributary and customs of the country. I was the journalist of the customs division, this happened while I was a student of mass communications. My job descriptions were to cover all events, make the first newspaper and periodical library for the division, redact press notes, take photographs.

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

Journalist

October 2006 - January 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 Management · (2011 - 2015)

Universidad Rafael Belloso Chacín

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

Universidad Rafael Belloso Chacín

Engineer's Degree, Computer Engineering (Not completed) · (2003 - 2005)

Languages:

- Spanish (Native Language)
- English (Complete professional competence)
- French (Basic comprehension).

Certificates

• Professional Radio Production. Universidad del Zulia September de 2011.

- Cursos Marketing 0804.
- Ethics and Social Responsibility of Organizations. 3rd Congress of Global Management (Publishing and Marketing).

