

José Adolfo Gutiérrez Garza Ramos

RESUME February 2019

Personal Information

Place & Date of Birth: Mexico City / August 7, 1967.
Nationality: Mexican
Civil Status: Single
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Education 1985-1989

Universidad Iberoamericana (UIA) Mexico
Bachelor's degree in Communications /Graduated with honors / Professional licence No. 1666004

Employment History

AXIS LATAM (2015-Current)

Production consultant for Coca-Cola's commercials and Social Media content.

HORMIGA FILMS S.A. DE C.V. (2003-Current)

Founding Partner, Director and Producer.

Executive producer / Director for commercial spots, corporate videos and social media content, for clients such as Sico, Herdez, Sigma, Bonice, BBVA Bancomer, Harley Davidson USA, Univision USA, Prudential Financial Mexico, Colgate, Continental Tires, Toyota, among others.

TELEVISA NETWORKS SA DE CV (2002-2011)

2007-2011- Creator and Director for "Gringo en México (GEM)" cable TV show.

2010- Director of pilot "La Cocina de Gina".

2002-2005- Director of "Las Regias" TV Show.

CAMALEÓN FILMS SA DE CV (2002-2005)

Director for commercial spots and corporate videos for clients such as Nacional Monte de Piedad, La Divina, Zest, Warner Home Video, Liconsa, Vileda, Fandeli, Estee Lauder, Microsoft and Ford Credit.

Executive producer for commercial spots for Grupo Sabritas (Lay's) and Kimberly Clark de México (KleenBebé)

CUAC-XION SA DE CV (1999-2002)

Director for comercial spots and corporate videos for clients such as Elektra, Grisi, Nacional Monte de Piedad, BBVA Bancomer, Visión Mundial, Comisión Estatal de Aguas de Qro., Ford Credit, Cervecería Cuahutémoc Moctezuma, Tequila Don Alejo, Muebles High Tech, American Express, Dounlop Tires, Ford Motor Company, Shick, Lady Protector, Lubriderm, Actifed.

GAUDELLI MCW ADVERTISING AGENCY (1996 – 1999)

Agency Production Director. Production process implementation, production process coordination and solid cost-efficient supervisión, Production asessment to Creative and Account areas.

EF & ASOCIADOS SA DE CV (1994-1996)

Assistant Director / Editor & Post-Production Supervisor. Storyboard visualization, animatic edition, shooting and set coordination, edition and post-production supervisor.

PROCTER & GAMBLE (1992-1994)-

Commercial Production Supervisor. Production budget revision, Storyboards evaluation, Communication objectives development, Cost plus/fixed fee budget management, Advisor to Management.

TELEVISA SA DE CV (1990-1992)

Assistant Director. TV Show recording, time log management, production logistics.

Teaching Experience

2004- Course Teacher at Universidad Intercontinental “Audiovisual Production I y II”

2017- Course Instructor “Introduction to Audiovisual Production” at Sinergia org.

2018- Course Instructor “Introduction to Audiovisual Production” at Sinergia org.

2018- Audiovisual Production Workshop at UACM

Complementary Education

1989 Literature, Art History & Politics

Fundación José Ortega y Gasset, Toledo, Spain.

1992 Advertising Drafting /Patricia Torres Maya

Universidad del Claustro de Sor Juana / Mexico City.

1997-1999- Black&White Photography

Centro Cultural Los Talleres de Coyoacán / Mexico City

2013 Management of Creative Companies Diploma

Administrarte / Mexico City.

2013 Management of Creative Projects Diploma

Administrarte / Mexico City.

2014 Documentary Production Seminar / Luciana Kaplan

Centro Cultural Los Talleres / Mexico City.

2014 Production Folder Elaboration / Patricia Coronado

Centro Cultural Los Talleres / Mexico City.

2016 International Sustainable Production & Distribution Seminar

CUEC -UNAM / Mexico City

Software

Office (Word, Excel, Powerpoint) / Keynote / Final Cut

Languages

Spanish Native

English Spoken 80 % / Reading 90% / Written 75%