



JACQUELINE TALAVERA AMABILIS

Degree in Communications and Social Media



Transmit emotions, feelings and reflections, through different media; always looking for an impact on people.



19 of December of 1992



Mexico City



talavera.jack@gmail.com



(045) 722-350-3982

ABOUT ME

I am a dreamer with the determination to achieve my goals. I tend to be very emotional, empathic and sensitive, which gives me the possibility to develop my creativity and imagination. It is true that within me, an obsessive compulsive person lives in many aspects, but thanks to that I am organized and responsible. I have learned that teamwork is essential and within this learning I have developed as a leader. I am always looking for my personal and professional growth.

TECHNOLOGICAL ABILITIES

OFFICE



VIDEO EDITION

FINAL CUT

ADOBE PREMIERE

AFTER EFFECTS



AUDIO EDITION

PRO TOOLS

ADOBE AUDITION



DESIGN TOOLS

PHOTOSHOP

ILLUSTRATOR



GOOGLE ANALYTICS

SEO



LANGUAGES



HOBBIES



ACADEMIC BACKGROUNDS

HIGH SCHOOL

INTERNATIONAL BACCALAURATE

2008-2011

IITESM

DEGREE

DEGREE IN COMMUNICATIONS AND SOCIAL MEDIA

Instituto Tecnológico de Estudios Superiores

2011-2015

Monterrey Campus Santa Fe

Many audiovisual projects were developed during the degree, among which two short films stand out:

"Buscando a Suasana" y "Cerca del borde"

I collaborated as a producer and broadcaster of the student radio.

I made from the pre-production, production and

post-production of the audio image of Iraditec.

WORK EXPERIENCE

Freelance in communication, production, social media and administration.

February 2020 - actually

MEDIA AND COMMUNICATION COORDINATOR

G ENTRETENIMIENTO

May 2018 - February 2020

MAIN ACCOUNT: COCA-COLA FEMSA

Accomplish the strategic presence of the brand.

Develop communication program and lead the content creation

Monitor and report of social media channels

Maintain communication with the brand's online community

Evaluate KPIs and prepare reports

Production of content for social media

Edition of all the content for social media.

PRODUCTION COORDINATOR

ECOFILM

October 2017 y April 2018

MEDIA AND COMMUNICATION COORDINATOR

FULL SERVICES SUPPLIER

August 2017 - January 2018

Preparation of the communication manual and corporate identity

Training for employees and new employees

Update and management of web page and social networks

Resolution of communication area problems

PRODUCTION

MELDING

January 2017-April 2017

Preparation of budgets.

Hiring, coordination and supervision of suppliers

Payment to suppliers and services

Complete monitoring of the process of making commercial.

EXECUTIVE PRODUCTION ASSISTANT

PELÍCULAS IMAGINARIAS

February 2016-August 2016

Assist in the preparation of presentations and budgets.

Complete monitoring of the process of making commercial.

Identify and contact suppliers.

Deal with clients and agencies throughout the process.

PRODUCTION ASSISTANT

CAPONETO

February 2015-November 2015

PRODUCTION ASSISTANT

CROMÁTICA

May 2014-December 2014

PRODUCTION ASSISTANT

MVS RADIO PROGRAMA DE

August 2014-December 2014

CARMEN ARISTÉGUI