



JORGE EDUARDO GUILLEN

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DIGITAL PRODUCER & MARKETING MANAGER

Areas of expertise include:

- Tv, Radio, Print & Photo
- Video Editing & PostProduction
- Idea Generation
- Creative Processes
- Project Management
- UX - Wireframes, Mockups
- Landing Page Optimization
- UX Design & Coding
- Traffic Generation
- SEO/SEM/PR
- Project Management
- Budget Management
- Strategic Planning
- Market Research
- Team Building

PROFESSIONAL EXPERIENCE

WIKITRIBUNE | LATAM
Marketing and Creative Services

2017 - Present
Mexico City, MX

Currently collaborating in all Marketing and Creative strategies for Jimmy Wales's (Founder of Wikipedia) New project Wikitribune.

Wikitribune is a new site which aims to bring together a community of volunteers with hired professional journalists in an effort to FIX THE NEWS -> <https://goo.gl/1o6dgp>

Key Activities:

- > Production of all Marketing materials such as Promotional Videos, Photos, Banners and more
- > Brainstorm, Plan, execute and measure experiments and conversion performance of all digital marketing campaigns (ROI and KPIs)

EMPOWER MEDIA
Marketing and Media Manager

2014 - 2017
Mexico City, MX

There is nothing more painful than to hear that a potential customer "Googled" your company or your name and not be doing business with you because of what they read online. I was Responsible for executing Reputation Management Campaigns through PR strategies, Google SEO SEM, and different news media outlets online. Helping improve perception and reputation for our clients "Name", "Brand" or "Product"

Key Activities:

- > Communications strategy development for GEA Group - Hospital Ángeles, Hoteles Camino Real, Querétaro Football Club "Gallos", Multiva Bank, among others
- > Creation of various Niche News Outlets
- > Working with copywriters and editors to produce high-quality news stories while meeting strict SEO/Link Building strategies
- > Media, bloggers and influencers relations. Advocacy
- > Media acquisition & Media Reputation measurement
- > Creation and execution of news-making platforms/campaigns
- > Crisis Communication Management
- > P R - Budget management
- > P R - Agencies coordination

SAATCHI & SAATCHI
Advertising Agency Producer

2011 - 2013
Mexico City, MX

Extensive experience in multimedia production TV, Radio, Photo, Cinema, and Web development for clients such as Procter & Gamble, Novartis, Mexican Red Cross, Mead Johnson, Subway, Mondelez, Mondelez among others.

Key Activities:

- Managing both small and large-scale projects for TV, Radio, and Print
- Ensuring projects stay within timescales and budget
- Structuring projects and devising processes that ensure efficiency
- Engaging with creative teams to understand their progress with tasks
- Consolidate and coordinate the creative work of the design team, and build a product that will satisfy the client's overall requirements.
- Hold regular meetings with the Film director & Photographers to discuss and select talent, logistics, characters and scenes etc.
- Organise shooting schedules - dependent on the type of producer role and availability of support staff

Awards:

- * 59th International Festival of Creativity | Cannes, France
- > Bronze Media Lion, P&G Olay 2012. - <https://goo.gl/1z8Hq9>
- > Bronze Promo & Activation, Lion Red Cross 2012. - <https://goo.gl/pMGLWS>

ENTREPRENEURIAL EXPERIENCE

Wi COIN

2013 - 2015

Founder | Executive Producer

WiCoin is a Social Platform that allows people to achieve their goals and dreams through Gamification, Influencer Marketing, and Crowdfunding. This project wasn't well received by the market but throughout the journey, I gained many learning experiences and contacts within the StartUp ecosystem attending accelerator like Wayra México <https://goo.gl/pQQAd> and develop essential skill like Gamification dynamics, Onboarding Psychology, & User experience (UX) and user growth strategies.

GARAGE VIDEO

2013 - 2016

Co-Founder | Head of Production and Marketing

After working in one of the top ten ad agencies in México i started seeing an increasing demand for Online Video. at the time only big companies could afford a TV commercial. Today Global Online Video consumption has increased tenfold from 2012, this demand plus different marketing strategies helped Garage Video grow from a small animation studio to a global network of Designers, Producers and Animators wich in a span of 4 years Garage Video Produced more than 800 Web Videos and TV Commercials for clients such as: McKensey, TED, AMIPCI, AMEX, Coca-Cola, Nissan, Konfio, Prestadero, Miroculous, CIDAC, American Express, Nike, Digilant, Gamesa, SV Links, Appthority and hundreds of Medium-Small StartUp companies in Silicon Valley and México City

Key Activities:

- > Create the demand generation strategy & vision for the company
- > Develop and execute marketing and production plans for clients
- > Develop and Execute campaigns in Google Adwords and Facebook Ads
- > Control the budget and allocate resources for each video project
- > Hire key staff, including Copywriters, Voiceovers, Animators and Post production staff
- > Select and control all the strands of creative and practical talent involved in the project to create the final product

TECHNICAL SKILLS

Operating Systems: Windows (Vista, XP), Mac OS

Software: MS Project; Adobe Suite; DreamWeaver; Photoshop; Illustrator; Flash;

Video Production: After Effects; Final Cut Pro; Premier

CMS, Blogs and Forums: WordPress; Blogger; vBulletin; Wix;

Email marketing/CRM Integration: Trello/Zapier PipeDrive; Active Response.

Web Analytics: Google Analytics; Mention; HotJar

Online Marketing: SEO SEM - Google AdWords (Display, Search and Video), Facebook Advertising, Influencer Marketing (Instagram, Youtube) Online PR Marketing

LANGUAGES

Fluent in English and Spanish

EDUCATION & TRAINING

Diploma Program | Online Marketing #7 (2016)

12 Week Online Program - Marketing and Launching Physical Products,
Digital Products, Information Products

Diploma Program | Surfing Digital (2015)

Exponential Organization Methodology

Centro Universitario de la Comunicación | CUC (2010)

Licenciatura en Publicidad y Diseño

Diploma Program | Semillero de Creativos #7 (2009)

Radio - Gráfica - BTL - ATL - TV

Diploma Program | Website Design (2008)

3 Month course HTML & CSS