MARCIA LORENA TÉLLEZ VALENCIA

WORK BOOK

ART DIRECTION. CREATIVITY. GRAPHIC DESIGN. COMMUNICATION

































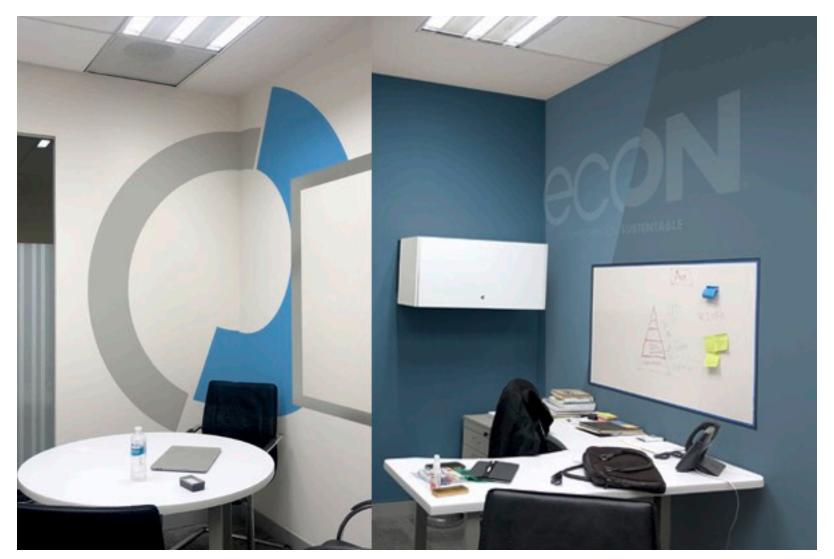




















8800 Calentadores de Agua

Línea Comercial

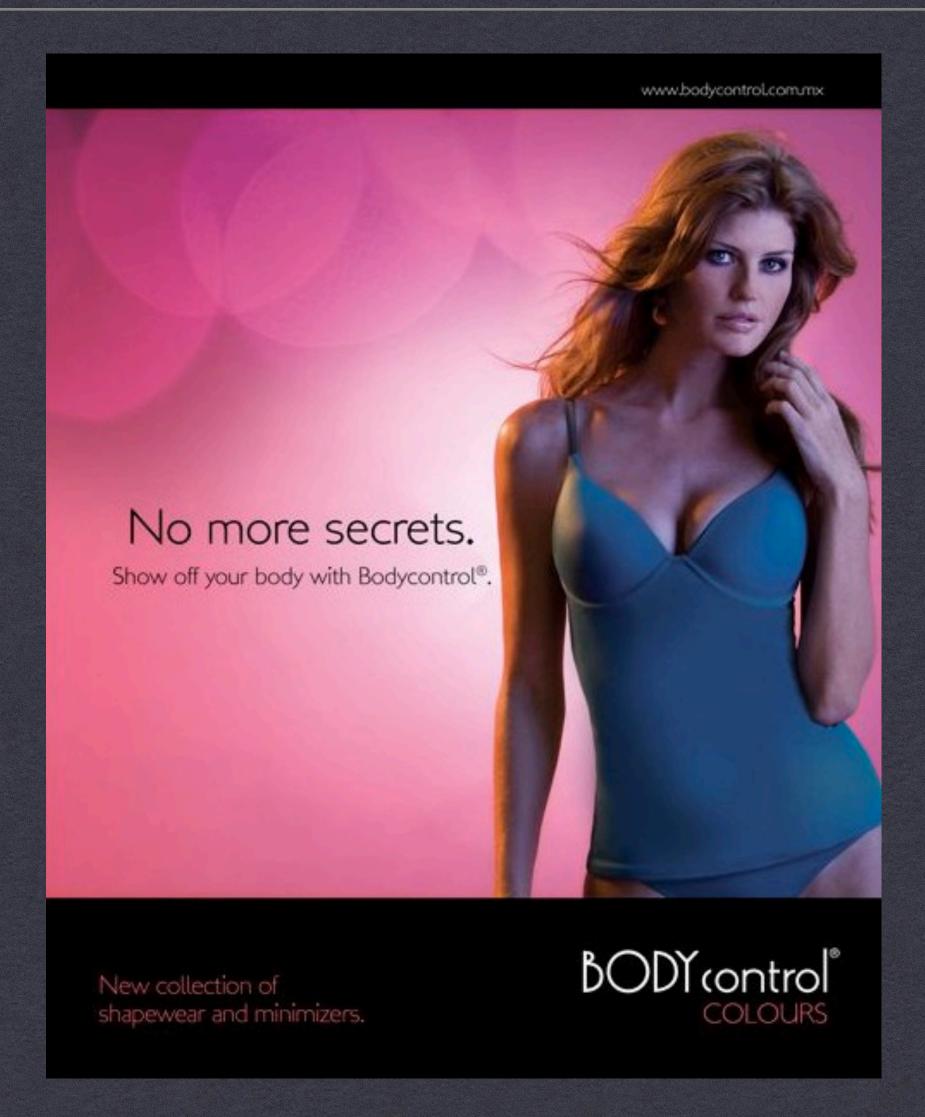








PRINT MEDIA







PRINT MEDIA







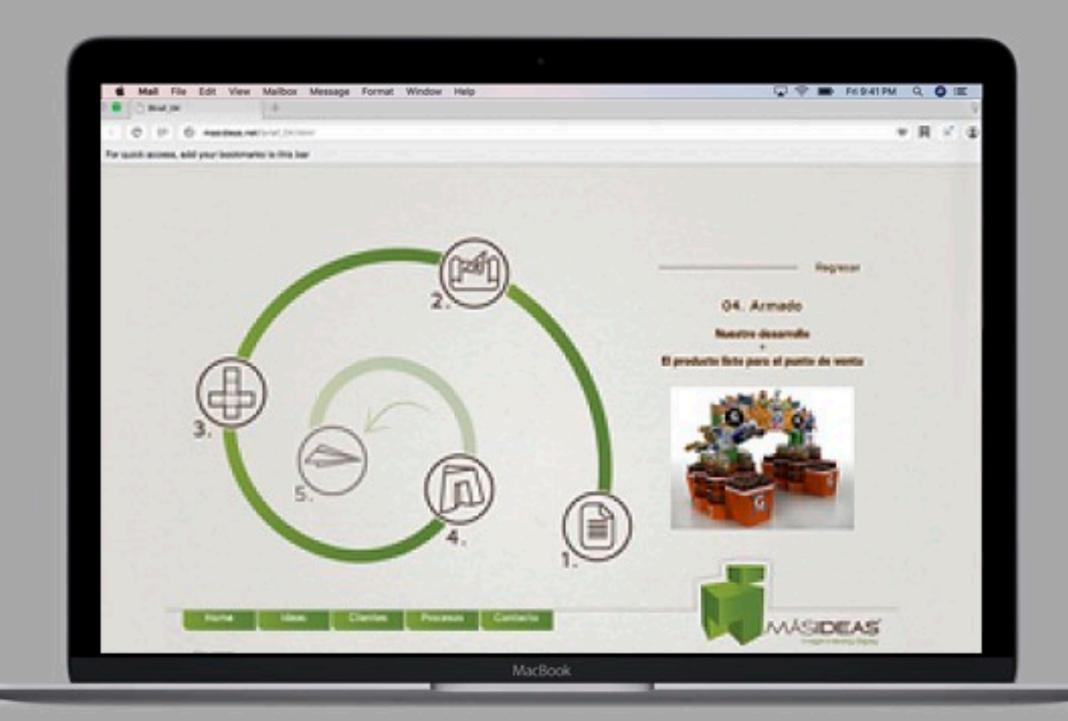


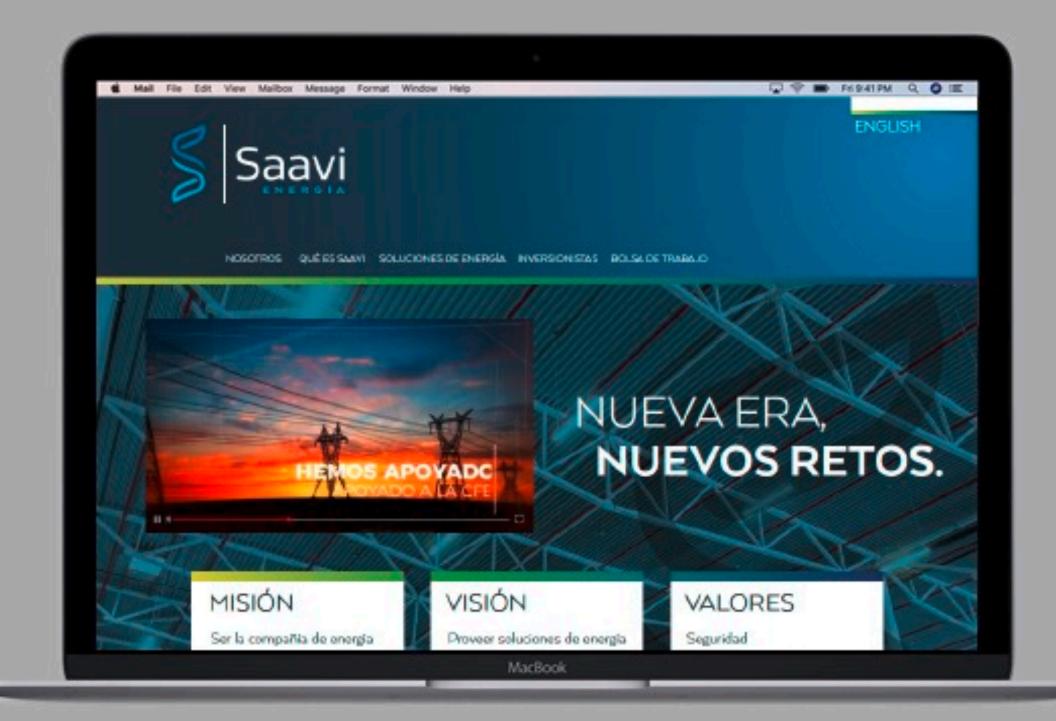
GRAPHIC CONCEPT

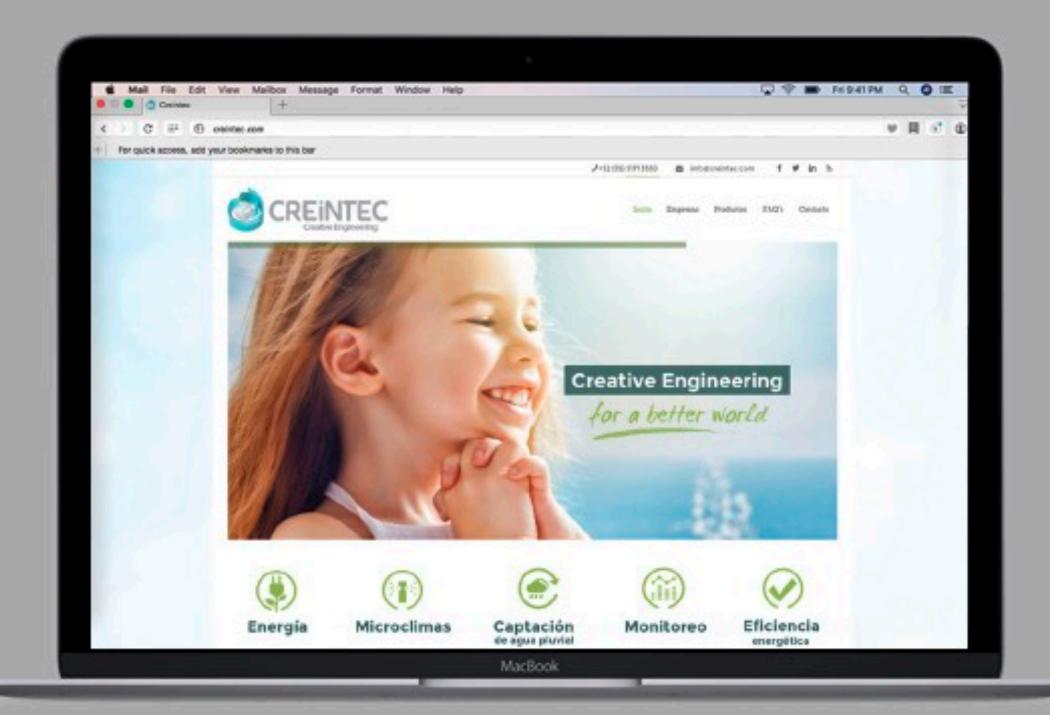




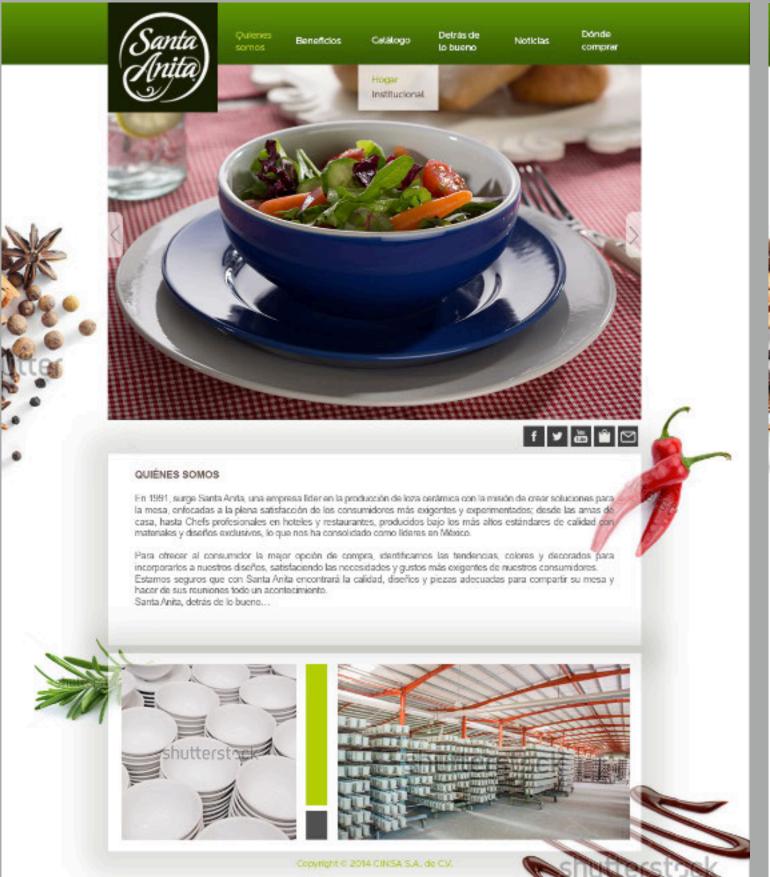












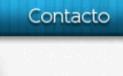








Novedades







Catálogo







¿Quiénes somos?

Colección Clásica

¿Quiénes somos?

Catálogo



Novedades



CATÁLOGO > PARA COCINAR > COCINA > COLECCIÓN CLÁSICA



Cocinando con Tradición

El peltre o acero vitrificado, es el material de mayor tradición en la cocina mexicana moderna y que se ha mantenido en la preferencia de las cocinas gracias a sus magnificas características, como lo son su gran resistencia a golpes, cambios bruscos de temperatura, su cubierta que no absorbe ni libera sustancias, permitiendo que los alimentos conserven sus sabores, aromas y nutrientes.

EN LA IMAGEN: Cacerola Turquesa/Vaso Recto Turquesa



COCINA COLECCIÓN CLÁSICA Vaso Recto



COCINA COLECCIÓN CLÁSICA Olla Convexa



COCINA COLECCIÓN CLÁSICA Vaso Recto

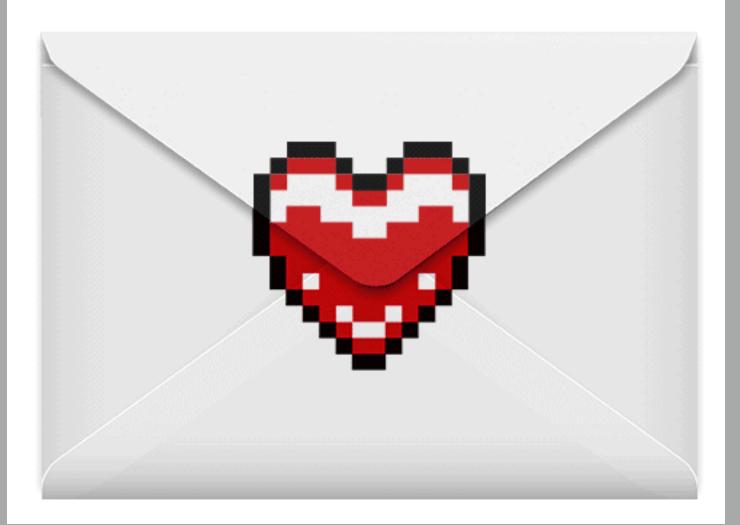


COCINA COLECCIÓN CLÁSICA Olla Convexa



COCINA COLECCIÓN CLÁSICA Vaso Recto







Atendemos lo más importante de tu negocio.

Porque brindamos consultoría especializada en:

cicde.mx



NO TE PIERDAS NUESTRA PARTICIPACIÓN EN EL PROGRAMA MUNDO SUSTENTABLE

ESTE SÁBADO 18 DE JULIO A LAS 8:00 AM

CON EL C.P.C. Y P.C.F.I.

GERARDO ALFARO OSORIO

SINTONÍZANOS EN EL 90.5 DE FM

#aoenmundosustentable @jgalfaro @aoconsultores





AOCONSULTORES.COM.MX

EMAILING

MARCIA LORENA TÉLLEZ VALENCIA

LORENA@GREATIVITY.COM.MX55 4055 7389



education

Graphic Design Degree
UNIVERSIDAD NUEVO MUNDO
1992-1995

skills

CONCEPTUALIZING

CREATIVITY

PROJECT PLANNING

PROJECT MANAGEMENT

COPYWRITING & EDITORIAL

GRAPHIC DEVELOPMENT

PHOTOGRAPHY ART DIRECTION

TEAM MANAGEMENT

PRODUCTION & QUALITY CHECKING

marcia lorena téllez valencia

DESIGN | CREATIVITY | MANAGEMENT

Graphic design based, and focused on communication strategy, marketing, digital marketing and advertising; the acquired experience in more than 20 years at different design and communication areas, allows me to deliver an accurate and trustworthy consultancy that turns out to the clients' success.

My main goal is to help my clients achieve their awareness, sales or call to action objectives; through precise strategies and the actions that result from them; going through all the process hand in hand with them.

experience:

2011-2019 GREATIVITY | CO-FOUNDER - GRAPHIC COMMUNICATION - MANAGEMENT ACTIVITIES:

STRATEGY | COMMUNICATION | MARKETING | CREATIVITY COPYWRITING | ART | DIGITAL

CLIENTS:

CALOREX | AMPERSAND | AO CONSULTORES | CICDE CONTADORES
CONSULTORES | EXPOLOGY | UBM | SPORT US | MÁS IDEAS |
CINSA HOGAR | CINAM | AGA MARKETING | INTERGEN |
COPARMEX CDMX | SLOAN VALVE | SAAVI | ECON | FESTIVAL DEL
ADULTO MAYOR | MAUSOLEOS LUZ ETERNA | CYVSA | PISA AGRO

Communication projects development: creativity, editorial development and copywriting, graphic concepts for awareness and sales campaigns, format adaptations.

Branding strategy: Brand personality and brand value development, branding design.

Communication development for digital and web media.

Online and printed media communication materials.

Team management and client communication.

Project planning and management.



software

ADOBE CS SUITE

MICROSOFT OFFICE

KEYNOTE

LIGHTROOM

languages

ENGLISH 90%

marcia lorena téllez valencia

DESIGN | CREATIVITY | COPY | MANAGEMENT

experience:

2006-2011 LOCAL CREATIVO | CO-FOUNDER - CREATIVE DIRECTOR

ACTIVITIES:

COMMUNICATION | CREATIVITY | COPY | ART | DIGITAL

CLIENTS:

CALOREX | MARIAN | DIAL | LYSSETTE | VANEXPO | L'ORÉAL

Graphic design projects development: creativity, editorial and copywriting, graphic concept for awareness and sales campaigns, format adapations.

Brand development, branding applications development. Communication development for digital and web media. Online and printed media communication materials, POP and packaging design.

Team management and client communication. Project planning and management.

2005-2006 E:DE | ART DIRECTOR

ACTIVITIES:

BRAND IDENTITY | CREATIVITY | ART | DIGITAL

CLIENTS:

RECUBRE | AUDITORIO NACIONAL | POND'S | CMM

Branding strategy, brand personality and brand value development, branding applications design.

Online and printed media communication materials.

Team management and client communication.

Project planning and management.

marcia lorena téllez valencia

DESIGN | CREATIVITY | COPY | MANAGEMENT

experience:

2002-2005 SOTOMAYOR Y LARA | ART DIRECTOR

ACTIVITIES:

CREATIVITY | ART | PHOTOGRAPHY | ILLUSTRATION

CLIENTS:

WONDER | MILPA REAL | EL ÁGUILA | MONEX | HOTELES
INTERCONTINENTAL | L'ALSACE | ALFREDO DI ROMA | THE PALM |
AU PIED DE COCHON

Printed communication media development. POP and packaging design, copy and illustration. Editorial layout and design. Photography art direction and digital editing.

1997-2000 EDITORIAL TELEVISA, TÚ MAGAZINE | GRAPHIC DESIGNER ACTIVITIES:

CREATIVITY | ART | PHOTOGRAPHY | ILLUSTRATION

Graphic design and editorial layout.
Article and insert graphic design.
Art direction at photo shootings.
Digital editing. Digital and traditional illustration.