



luismedina

VISUAL COMMUNICATOR & MARKETING SPECIALIST



ABOUT ME LUIS AUGUSTO MEDINA

Publicista y comunicador visual; especialista en marketing, con más de 10 años de experiencia implementando soluciones creativas e innovadoras en proyectos de imagen, construcción de marcas, planificación estratégica, fotografía, campañas publicitarias, mercadeo de experiencia y proyectos digitales; con ideas que conectan a los consumidores con las marcas representadas.

I have over 10 years of experience in branding solutions, corporate identity, digital and print projects, social networks management, communication, photography, events management and marketing strategies. I also have experience designing applications for mobile devices starting from prototyping to deployment.

ESPAÑOL ● ● ● ● ● ● ● ● ENGLISH ● ● ● ● ● ● ● ●

[HTTP://LUISMEDHER.WIX.COM/LUISMEDINA](http://luismedher.wix.com/luismedina)

EMPLOYMENT EXPERIENCE



- FREELANCE**
2002 - TODAY
 - Photographer & Graphic Designer**
Specialised in portraits and social shootings, corporate identity and logos design.
- DIGIOCA**
2013 - TODAY
 - Marketing Chief**
Analyze consumer insights, create business strategy, branding, conferences, develop category strategies and retailer activities.
- SIGIS**
2012 - 2013.
 - Usability Consultant**
Web and mobile app design, usability and conversion optimization
- DETEKTOR**
2008 - 2012
 - Marketing Coordinator**
Branding, graphic design, tradeshows, developed campaigns for clients, conferences and market investigation.
- NIELSEN COMPANY**
2006 - 2008
 - Market Analyst**
Specialist in liquor categories, trend research, point of sales analyses, consumer insights, share of sales and price analyses.
- RON SANTA TERESA**
2005 - 2006
 - Retail Merchandiser**
Point of sales marketing services, planograms, inventory, displaying merchandising and attaching tags appropriately.
- ABRAHAM PULIDO & ASOCIADOS - AW NAZCA PARTNER**
2004 - 2004
 - Advertising Producer (University practices)**
Copywriter, designing arts for print publications, produced broadcast commercials to be used on television and radio.
- FUSIÓN PROMOCIONAL**
2002 - 2003
 - Graphic Designer**
Designing brochures, postcards, newsletters, flyers, invitations, magazines, vouchers, logos, promotional displays and food packaging.

HOBBIES AND INTERESTS



Music



Travel



Photography



Food



EDUCATION & TRAINING

ESCUELA DE FOTOGRAFIA ROBERTO MATA

Caracas – Venezuela (TODAY)

FOTOGRAFIA DIGITAL / PHOTOGRAPHY

ESCUELA DE DISEÑO WEB

Caracas – Venezuela (2012)

DISEÑO WEB 1 Y 2 / WEB DESIGN (HTML5 & CSS3)

INSTITUTO UNIVERSITARIO DE TECNOLOGÍA EXPERIMENTAL "LA VICTORIA"

La Victoria – Venezuela (2004 – 2006)

ESPECIALIZACIÓN, GERENCIA EN GESTIÓN DE NEGOCIOS / BUSINESS MANAGEMENT

ESCUELA DE COCINA "NUESTRO PAN DE CADA DÍA"

Caracas – Venezuela (2002 – 2004)

GASTRONOMIA / GASTRONOMIC AND SOUSCHEF

INSTITUTO UNIVERSITARIO DE TECNOLOGÍA "ANTONIO JOSE DE SUCRE"

Caracas – Venezuela (2001 – 2004)

TÉCNICO SUPERIOR UNIVERSITARIO, EN PUBLICIDAD / PUBLICIST

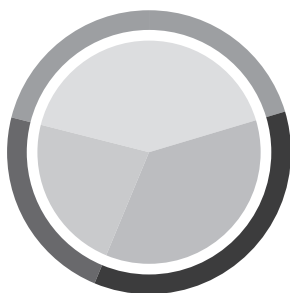
UNIDAD EDUCATIVA COLEGIO BRITO

La Victoria – Venezuela (1995 – 1999)

BACHILLER EN CIENCIAS / BACHELOR

PROFICIENCY

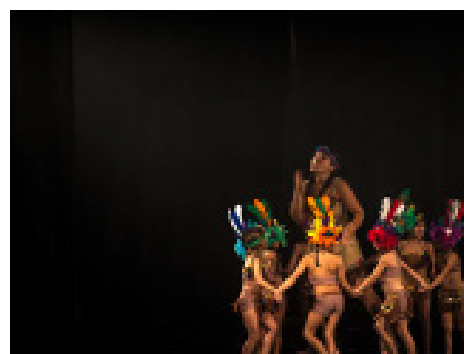
- CREATIVE ●
- EYE FOR THE DETAIL ●
- COMMUNICATION SKILLS ●



TECHNICAL SKILLS

PHOTOGRAPHY	● ● ● ● ● ● ● ●
ADOBE PHOTOSHOP	● ● ● ● ● ● ● ●
ADOBE ILLUSTRATOR	● ● ● ● ● ● ● ●
ADOBE INDESIGN	● ● ● ● ● ● ● ●
ADOBE LIGTHROOM	● ● ● ● ● ● ● ●
HTML5 & CSS3	● ● ● ● ● ● ● ●
MS OFFICE	● ● ● ● ● ● ● ●
SOCIAL MEDIA	● ● ● ● ● ● ● ●
MARKETING RESEARCH	● ● ● ● ● ● ● ●
ADVERTISING CAMPAIGNS	● ● ● ● ● ● ● ●
BUSINESS STRATEGIES	● ● ● ● ● ● ● ●

PORTFOLIO



Bē <http://www.behance.net/LuisMedinaVE>



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VENEZUELA

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