

EDUCATION

- 2016 - 2017

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IEM Business School

Valencia, Spain

MBA in eBusiness Management
- 2015 - 2015

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The University of Auckland

University in New Zealand

Data To Insight: Statistical Data Analyst
- 2009 - 2011

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ADD Digital

Center of Digital Art and Design

Digital Marketing

Branding
- 2006 - 2008

+

S.I.C.A.

Sindicato de la Industria Cinematografica de Argentina

Business Film Production

CAREER PROGRESSION

- 2018- Present

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RAZE

Creative Content Producer

Create content for Raze Live and influencer management. More than one million subscribers on YouTube and generating trending topic in each live.
- 2016 - 2017

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HAVAS MEDIA

Creative Strategist Lead

Lead analysis on creative delivery, media performance, trends and future implications in PCAs. Help with brand strategists and communicate campaign with success metrics to clients.

Combine data analysis and client feedback to configure, operate and optimize creative campaigns to meet client objectives.

Develop brands with on/off activation strategies and drive growth, optimise digital media with effective creative media plans incorporating: display, mobile, social and video based on sound strategies and research.
- 2014 - 2016

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GREY GROUP / WPP

Creative Producer Director

-GOLD WINNER CANNES LIO N 2015 /// INNOVATION/CREATIVE DATA

-GOLD WINNER CANNES LION 2015 /// PROMO & ACTIVATION

-SILVER WINN ER CANNES LION 2015 /// MOBILE

-SILVER WINNER CANNES LION 2015 /// PHARMA

-BRONZE WINNER CANNES LION 2015 /// HEALTH & WELLNESS

-BRONZE WINNER CANNES LION 2015 /// MEDIA

-BRONZE WINNER EFFIE AWARD 2016 /// PROMOTIONS

Supervise, produce and work closely with creative, account and planning teams to accurately creative digital/ techy projects.

Create Creative and Technological project plans, effective digital strategies, online lead conversion, ROI programs .

Analyze trends/results to determine the most effective creative digital implications and solutions.

Create and implement short and long-term marketing business.
- 2009 - 2014

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VIDEOGAMI & SPORTSLIVE24 CANADA

(Canada Greater Toronto Area,ON)

Creative Producer

Manage creative marketing and strategic media planning. Create innovative digital media solutions & creative mindset for their online channels and web accounts .

Responsible for wholes processes related for their creative campaigns.

Participate in overall client display, mobile, social and video strategy development in order to deeply understand the role marketplace media plays in larger media objectives.

ABOUT ME

Name:

Manuel Suarez Lerma

DOB:

04/08/1986

Location:

Mexico City

Experience :

10 Years

Availability:

Fulltime & Flexibility to move across the country and world

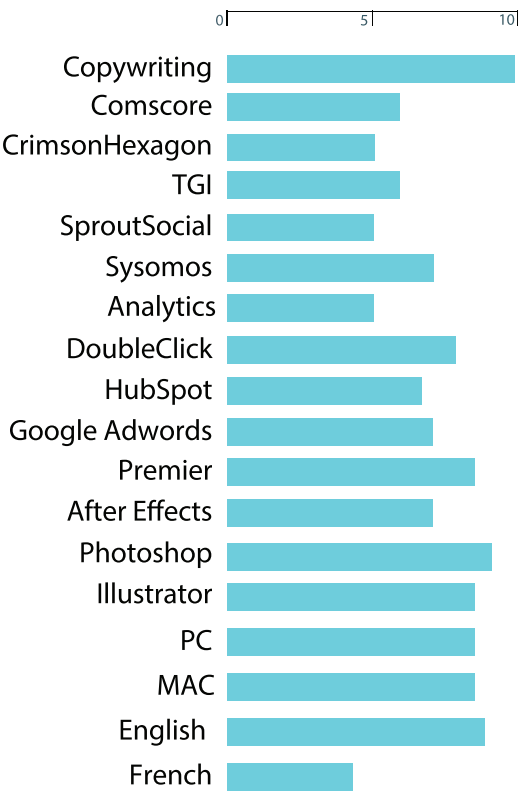
OBJECTIVE

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To apply my knowledge as well as my experience in Creative Content & media strategy.

I want to keep learning about new technologies and creative processes to develop effective campaigns.

SKILLS



PROGRAM MANAGER & LECTURER



Digital Creative Campaign Professor
(2018 - Present)