

# SARAH GUADALUPE MARTINEZ HERNANDEZ



## CONTACT



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## DESCRIPTION

Storyteller and creative who's passion for sharing ideas and stories, has driven her through different paths of marketing, advertising and creative audiovisual products.

Committed to producing exceptional and creative different types of content. She has experience in copywriting, in the implementation of digital marketing campaigns, as well as in various audiovisual production and project management positions.

## INTERESTS



## EDUCATION

Universidad Panamericana  
Bachelor's degree in Communications  
2014-2018  
Metropolia University of Applied  
Sciences Helsinki  
Academic exchange in business, 2017.

## SKILLS AND APTITUDES

She is an easy-going, adaptable, professional and organized person. Sarahi has analytical and methodical skills, but holds a creative and original vision. She is great at coordinating teams. Has very good writing skills. Handles all Microsoft programs perfectly.

- Digital Marketing: ●●●●●
- Copywriting: ●●●●●
- Campaign creative conceptualization: ●●●●●
- Project management: ●●●●●
- Audiovisual production: ●●●●●

## LANGUAGES (Native spanish)

- English: (TOEFL iBT 100pts) ●●●●●
- French: ●●●●●

## EXPERIENCE

- Pan-regional Marketing Assistant for FOX NETWORKS GROUP (January 2018-March 2019).

She was in charge of the copywriting for digital campaigns and traditional media implementations. She assisted in the creation and planning of several marketing campaigns held for the digital platform of the network.

- Production coordinator / Project Manager at BOCANADA STUDIO (March 2019- April 2021).

She was in charge of managing the studio's projects, being the main contact with clients and the team. She was the production coordinator on the animated and live action campaigns. She also worked in the creative area in copywriting for FOX Premium Formula 1 and in the development of scripts and creative concepts for advertising and entertainment content for several national and international brands.

- Producer and Assistant Director in various short films (2016-present).

## EXPERIENCE

- Production Coordinator Sr. at Zebra Studio (June 2021-present).

She is the coordinator of the 3D assets department, rigging and animation for the biggest project of the studio called Bolo Fest.

## WORKSHOPS / COURSES

- Introduction to Street Photography workshop, by Markus Hartel, New York Street Photographer.
  - Screenwriting and cinematographic direction course by Guillermo Arriaga.
  - Course Dare to run a company (Atrévete a dirigir una empresa) Queretaro 2nd Edition, from the School of Economic and Business Sciences of the Universidad Panamericana.
  - Track A Program of the World Youth Alliance.
  - Project Management course taught by Team Gantt.
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## OTHER

- Publication of 6 photographs in the fifth edition of the photographic book "Los Mexicanos" (2016).
- Photography in first edition vol. 1 of the digital magazine "El Zaguán" (2015).
- Publication of essay and mini-fiction in the first edition of the digital magazine "El Zaguán".
- Collaboration in the co-branding campaign of Metropolia Business School and Suomi 100, by competition.