



# Fredy Ramírez

## BA in Communication

### About me:

Problem solver, out-of-the-box thinker and all around creative nerd. Obsessed with communication tools and techniques that bring extraordinary results to any company. **Bilingual (Spanish & English)**. More than **10 years of professional experience**, working in mass media (television), consulting, marketing agencies and freelancing across several disciplines: **creative teams management, content creation on all stages, development of communication campaigns on conventional and unconventional channels, digital marketing.**

### Contact info

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### Soft Skills



### Hard Skills



### Professional Experience

#### HEAD OF CREATIVE DEPARTMENT

🏢 Cuburu Marketing & Consulting 📅 January 2016 - April 2019

Managing the areas of graphic design, film production, web design and gamification. My activities ranged from planing and overseeing creation of graphic identities for companies, multimedia contents, marketing strategies (traditional and digital), communication campaigns and development of learn-by-playing activities.

#### POST PRODUCTION

🏢 Ocho TV 📅 November 2011 - January 2016

Creative development, drafting, scripting and creation of broadcast packages for television shows, advertisements (internal and for clients), motion graphics, corporate videos, music videos.

#### FREELANCER

🏢 ColectivoCreativo 📅 February 2010 - Present

Consulting, training and direct operation for clients of a wide range of businesses: tech, pharmaceuticals, entertainment, educational, beauty, renewable energies; helping them on subjects of communication, marketing and creative strategies.

### Education

#### BACHELOR DEGREE IN COMMUNICATION

🏢 Universidad Guadalajara LAMAR 📅 2009 - 2013

#### HIGH SCHOOL

🏢 Universidad de Guadalajara 📅 2006 - 2009

#### ABROAD STUDIES

🏢 Montclair High School, CA 📅 2005 - 2006