

COVER LETTER

JUAN M. FERNANDEZ

I am a committed, disciplined, and organized person. I always seek to give the extra of what is asked of me. It is not enough to do my job; I always want to provide more, stay an hour longer, do another task, or contribute to another idea.

My experience in teaching has given me a great capacity to deal with people, be patient and be a good listener, and strengthen my ability to speak in public and share information and knowledge with those who need it.

For 15 years, I worked as a producer in a film and advertising company, which allowed me to have some abilities such as solving practical problems and problems among people, motivating and coordinating people, managing and supervising projects of all kinds, and working under pressure.

My studies in social sciences have allowed me to reflect on my environment, see what I have in front of me, and look for creative and innovative solutions. I was also pushed to seek to know people better: what they think, want, and motivate them. Although I initially applied it for academic studies, recently, I have seen the great potential to use it in organizational and commercial aspects.

I worked on cultural and artistic projects for a long time, mainly in festivals, exhibitions, and mass events. Therefore, I have experience in marketing, creation, planning, and organizing events and public activities. In addition, I know about media and social media management, and I have a developed sense of knowing the interests of the public in attending events.

My experience covers both the public and private sectors, so I have a broad view of what works in different organizational structures and budgets.

I am a good job candidate because of my sense of commitment and loyalty, my knowledge flexibility and breadth, and my great adaptability to different tasks and environments.

What can I do for you and your company?

- Build the online and offline presence of your brand.
- Manage, create content and increase your social media traffic, both organic and ads (Facebook, Instagram, Google Ads, Google My Business, LinkedIn, Next Door, Alignable, Yahoo, Bing, TikTok, Twitter, and Pinterest).
- Create from scratch and update your web pages.
- Plan, create, execute, and measure advertising campaigns, online and offline.
- Video, photographic, and graphic design content.
- Planning and executing online and offline events.
- Manage and execute email marketing campaigns.
- Manage your CRM and get all the strategic benefits for the benefit of your company.