



# Juan M. Fernandez

CREATIVE, MARKETING, AND COMMUNICATION DIRECTOR

I have worked as a project manager with more than 60 people under my supervision. Scriptwriter, director, producer, and editor of commercial and cinematographic video. I had my own marketing company, where I did creative and strategic work for companies with an international presence. I work as a Creative Director for an insurance company, managing all the online and offline images of the company, and as a Social Media manager for a non-profit organization.

I am a highly creative, organized team player who adapts well to any work environment.

## EXPERIENCE

### 2022 - Current

Plans for Life, Inc.

#### Creative Director

Coordinate the creative team. Create graphic, photographic, and video material. Design web pages for different identities. Create the concept of marketing campaigns.

### 2021 - Current

The Borderland Rainbow Center

#### Social Media Manager

Campaign creation, content creation, copy, community manager.

### 2020 - 2022

OnnOff

#### Co Owner, Strategy and Creative

Creation of marketing campaigns, data analysis, design of strategies, and coordination of the creative team.

### 2019

Leisure Leagues Mexico and Mexican Socca Federation

#### Marketing Coordinator

Ad campaigns, audiovisual production, community manager, copy creation, event organizations.

### 2013 - 2020

Monterrey Institute of Technology and Higher Education (ITESM)

#### University Professor

Marketing, business and communication and digital media careers.

### 2015 - 2019

Center for the Study of Cinematographic Arts (CEAC)

#### Academic Coordinator

Coordination of faculty, design of classes and study plans, and public relations.

### 2015 - 2019

Fleeting Universes Lab, supported by the Government of Chihuahua

#### General Director

General and executive production, human team recruitment, public relations and marketing.

## OTHER COURSES

2021 Facebook ads: advanced strategies, Crehana.

2020 How to build your business model?, Universidad de Los Andes.

2020 Marketing plan, IE Business School.

2020 Digital marketing pillars, Universidad Austral.

2020 Social network strategies, Universidad Austral.

2020 Digital humanities, Universitat Autònoma de Barcelona.

2020 Requirements, planning, execution, and measurement of strategies for social networks, ITESM.

2020 The social networks at action, ITESM.

2019 Marketing Management, IIMBx.

2019 Introduction to project management, the Polytechnic University of Valencia through EdX.

2018 Sensitization to the development of the human sense, ITESM.

2018 Sensitization of the development of leadership and entrepreneurial spirit, ITESM.

2018 Sensitization of the development of international competitiveness, ITESM.

2018 Resolution of conflict of interest, ITESM.

2012 Alan Cumming Film Laboratory, Creative Scotland, Edinburgh, Scotland.

## CONTACT

### Phone

US 915-319-2633 - MX (656)328-4194

### Email

[jmfernandezchico@gmail.com](mailto:jmfernandezchico@gmail.com)

### Personal Website

[www.afterthestorm.store/juan-m-fernandez/](http://www.afterthestorm.store/juan-m-fernandez/)

## EDUCATION

2009

### B.A. Sociology (Industrial sociology)

Autonomous University of Ciudad Juarez

2012

### M.A. in Social science (Social communication)

University of Guadalajara

2018

### Ph. D. in Social science (Public policy)

Autonomous University of Ciudad Juarez

## EXPERTISE

### Video

- Final Cut Pro
- Adobe Premier and After Effects
- Davinci Resolve
- Video, sound and photography equipment

### Graphic Design

- Illustrator CC, Photoshop CC, and Lightroom
- Corel Draw
- Canva

### Digital Marketing

- Hootsuite, Social Pilot, and Sprout Social
- Google Ads, Analytics, and Search Console
- Meta Business and Meta Ads Manager
- CRM Hubspot and CRM Zoho
- Mailchimp
- SEMrush

### Others

- Office Windows
- Wordpress
- Chat GPT

## LANGUAGE

Spanish - 100%

Native language

Portuguese - 70%

Write - 65%

Speak - 70%

English - 95%

Reading - 80%

Write - 90%

Speak - 90%

Reading - 95%



PERSONAL WEBSITE

Google  
Digital Garage

