

COVER LETTER

JUAN M. FERNANDEZ

I'm a committed, disciplined, and highly organized professional who consistently goes beyond what's expected. I don't see my role as simply "getting the job done"—I look for ways to add value, whether that means staying late to finish a deliverable, taking on an extra task, or contributing ideas that improve the work.

My background in teaching has strengthened my ability to work with people: I'm patient, attentive, and a strong listener, and I'm comfortable speaking in public and communicating information clearly to different audiences.

For 15 years, I worked as a producer in the film and advertising industries, developing a practical, solutions-focused approach under pressure. That experience trained me to coordinate teams, manage timelines and budgets, resolve conflicts, motivate people, and supervise projects from start to finish—often in fast-changing environments.

My studies in social sciences gave me a deeper understanding of how people and organizations function. They sharpened my ability to observe, analyze, and design creative, innovative solutions—and to understand better what motivates people, what they need, and how to engage them effectively. While I first applied these tools in academic settings, I've increasingly seen their value in organizational and private-sector work.

I also have extensive experience in cultural and artistic projects—festivals, exhibitions, and large-scale public events—which strengthened my skills in marketing, planning, logistics, and audience engagement. I'm comfortable managing media and social media, and I have a strong sense of how to connect programming and messaging to a community's interests.

In addition to my main professional work, I run a literature-focused side project that has become both a hobby and a serious side hustle. I collaborate with authors from different parts of the world to help them publish their books—supporting the whole process from editorial development and book cover production to translation between Spanish and English, and creating a platform where their work can find readers. This experience has strengthened my attention to detail, project coordination, cross-cultural communication, and ability to deliver polished, reader-ready materials. Most importantly, it reflects a core passion of mine: literature and the work of building real opportunities for writers and their stories.

Having worked across both public and private sectors, I bring a broad perspective on what works within different structures, teams, and budgets. I'm a strong candidate because of my commitment and loyalty, my versatility and broad skill set, and my ability to adapt quickly to new tasks, roles, and environments.

Portfolio: www.afterthestorm.store/juan-m-fernandez/