

CONTACT

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Personal Website

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, Zoho, Go High Level
- Mailchimp
- SEMrush

Others

- Microsoft Office Package and Apple iWork
- Wordpress
- Chat GPT, Sora, Gemini and Deep Seek

LANGUAGES

Spanish - 100%

Native language

Portuguese - 70%

Write - 65%

Speak - 70%

Reading - 80%

English - 95%

Write - 90%

Speak - 90%

Reading - 95%

PORTFOLIO



Social Media Campaigns, Graphics, Demo Reel, Book Covers, Websites, and Films

Juan M. Fernandez

CREATIVE, MARKETING, AND COMMUNICATION DIRECTOR OR CONSULTANT

My expertise bridges marketing, communication, and creativity, with a strong focus on the sports, arts, and nonprofit sectors. With over 15 years in the film industry and more than 8 years in marketing, I've led teams of 60+ people, managed events, directed campaigns, and worked across web design, content creation, publishing, and social media. I've been a scriptwriter, director, and producer, and I founded my own marketing agency serving international clients. I'm a highly creative, organized, and adaptable team player.

WORK EXPERIENCE

2025 - Temporary

Access Construction Communications

Social Media and Marketing Consultant

Consulting on website creation, business and sales kits, branding, CRM implementation, marketing team training, Google Ads, and social media ads.

2022 - 2025

Plans for Life, Inc.

Creative and Marketing Director

Coordinate the creative team. Create graphic, photographic, and video material. Web design. Create the concept of marketing campaigns.

2021 - Current

The Borderland Rainbow Center

Social Media Manager

Campaign creation, content creation, copy, community manager, graphic design, video edition.

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

Coordinate creative and marketing team, dd 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 Resolution of conflict of interest, ITESM.
- 2012 Alan Cumming Film Laboratory, Creative Scotland, Edinburgh, Scotland.

Google
Digital Garage


HubSpot Academy
Inbound Certified


HubSpot Academy
Content Marketing Certified


HubSpot Academy
Social Media Certified