

# CONTACT

## Phone

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## Email

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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

## 2026 - Current

Greenery, Koze East, Koze West, 40 Love, & Tennis West

### Marketing Manager

All marketing and communications responsibilities related to these five venues. Content creation: graphic design, photography, video, social media. Website design. Planning, strategy and execution of marketing campaigns.

## 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, marketing campaigns, audiovisual production, community manager, copy creation, and 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.

# 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