



RESUME

Nelson Pérez

/ Art Director  
/ Marketing Strategist



PORTFOLIO LINK

[www.creaticlapp.com/  
resume/](http://www.creaticlapp.com/resume/)  
\*Or simply click the link below:  
<https://bit.ly/35Jsiaa>

CONTACT

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\*\*\* Sponsorship required

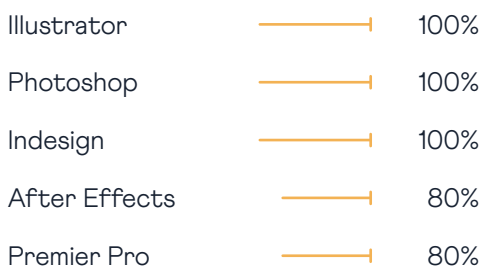
PROFILE

Highly motivated “out of the box” thinker, with over seven years’ experience working in marketing and advertisement; developing end-to-end marketing plans, advertising campaigns and digital marketing strategies for global brands. Proven ability to creatively align communication & marketing strategy to corporate objectives.

SKILLS

IT & Software Skills

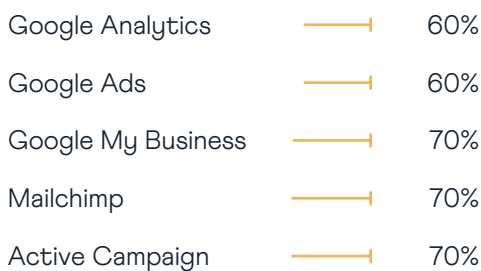
Creativity



Web



Digital Marketing Platforms



Productivity



Language



Professional Skills

Marketing - Development and execution of :

- |                         |                  |
|-------------------------|------------------|
| Digital Marketing Plan  | SEM              |
| Content Marketing       | CRM & Automation |
| Email Marketing         | Data Analysis    |
| Social Media Management | Web Management   |

Design - Conceptualization and design of :

- |                          |                           |
|--------------------------|---------------------------|
| Branding                 | UX / UI Design            |
| Packaging                | Video Edition & Animation |
| Digital & Printed Design |                           |

Hobbies

- |         |                   |
|---------|-------------------|
| Design  | Photography       |
| Fitness | Social Networking |

## EDUCATION

### Diploma of Social Media Marketing 2021

Australian Pacific College  
Sydney, Australia

### Certificate IV - Marketing & Communication - 2019

Australian Pacific College  
Sydney, Australia

### Intensive English 2019

Kaplan International English  
Sydney, Australia

### Master in Marketing Management 2016

EAFIT University  
Bogotá, Colombia

### Bachelor's Degree in Marketing & Advertising - 2012

Los Libertadores University  
Bogotá, Colombia

### Digital Marketing Seminary 2012

Los Libertadores University  
Bogotá, Colombia

### High School Degree 2005

Gimnasio Nuevo Suba  
Bogotá, Colombia

## WORK EXPERIENCE

### Marketing Coordinator 06/2020 - Currently

Protech Hospitality Hub  
Sydney, Australia.  
<https://protechhospitality.com.au/>

### Graphic Designer 04/2019 - 01/2020

Made Agency  
Sydney, Australia  
<https://madeagency.com.au/>

### Marketing Coordinator 01/2017 - 01/2019

Santo Tomas University  
Bogotá, Colombia  
<https://www.usta.edu.co/>

### Brand & Communication Analyst 04/2014 - 09/2015

Everis NTT Data  
Bogotá, Colombia  
<https://www.everis.com/>

### Regional Account Executive 09/2013 - 04/2014

Pidamos Marketing Total  
Bogotá, Colombia  
<https://www.pidamos.com/>

### Advertising Analyst 09/2011 - 09/2012

Coca Cola Femsa  
Bogotá, Colombia  
<https://coca-colafemsa.com/>

### Graphic Designer 05/2009 - 05/2010

Aycan  
Bogotá, Colombia  
<https://aycanpublicidad.com/>

### Art & Creative Director 09/2009 - Currently

Creaticlap  
<https://www.creaticlap.com/>