



# ANDRÉS MARTÍNEZ

## Design + Marketing

andesign69@gmail.com | +57 316 370 9481

### ¡Hello!

I'm a graphic designer from Jorge Tadeo Lozano University in Bogotá. I am able to propose solutions to any situation related to graphic design or digital marketing.

I have leadership skills, initiative and team work organization skills promoting responsibility, tolerance, respect and creative productivity.

My professional approach is aimed at several performance fields, in graphic design is focused on the development of Front End, navigability for web design in HTML5 and responsive design, visual identity for companies or events, graphical data display, advertising graphic development (Packaging, posters, flyers) among others.

In the Marketing area, I own strategic skills focused on brand positioning, research and data analysis, SEO, SEM, management and development of content for social networks (Facebook, Twitter, Youtube, Instagram) and strategic management of E-marketing campaigns.

### Skills



Web Design (HTML5)



Graphic Orientation



Digital Illustration



Packaging



Branding



Traditional Illustration



Photo Edition



Photography

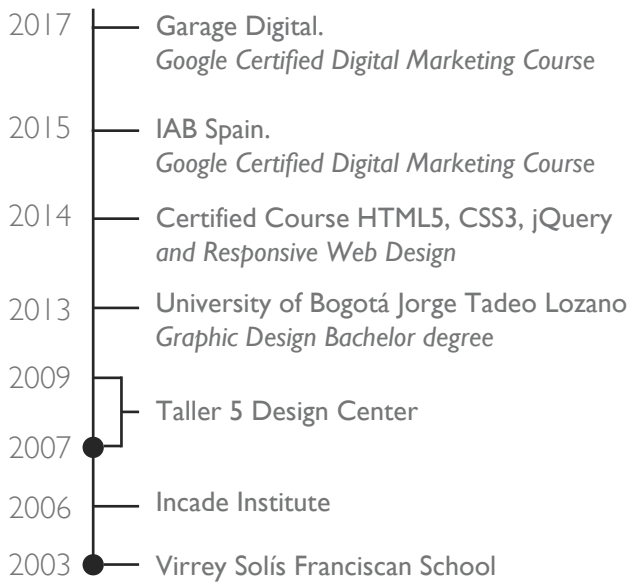


SEO



Marketing Strategies

## My academic life



## I speak, write and read in...

Spanish - Español (Native)



English (Full Professional Proficiency)



Japanese - 日本語 (Limited Proficiency)



Dutch - Nederlands (Limited Proficiency)



## Hobbies and interests

**Music** Guitar, bass, drums, voice, keyboard  
*provides values in concentration and creativity.*

**Martial Arts** Ninjutsu Brown belt  
*Provides Values in discipline and concentration*

**Reading** Comics, novels, entrepreneurship, design,  
technology, music, management, motivation  
*Provides values in curiosity, knowledge,  
perception, concentration.*

**Yoga** Yoga Inbound  
*Provides values in health and concentration.*

**Cooking** Vegetarianism  
*provides values in health and investigation.*

## Courses and seminars

**Lifespring** PL 129.  
Leadership Program.

**Cimetría** HTML5  
CSS3, jQuery and responsive design

**Catholic University of Colombia** SeminarWorkshop  
citizen attention and  
service quality

## Some of my references are...

**Camilo Gutiérrez**  
Chief business development officer  
at Occidete SP  
+57 304 416 4740

**Andrés Jerez**  
Senior Software engineer  
at Cognizant technologies  
+57 316 347 4676

**Christian Bernier**  
Chief marketing and graphic design officer  
at Bernier Grupo Empresarial  
+57 310 755 3512

# I have worked in...

## **2012 - 2013** *English teacher at Rising Generations*

I was responsible for creating and designing classes for adult groups. I selected the subject of each class, designed the necessary visual aids for the development of the class, and dictated the class.

## **2013 - 2014** *Graphic Designer at Konocenos.co*

I was responsible for designing the graphic pieces required to be uploaded on the company's website, These pieces should have characteristics related to marketing, such as integrating a "call to action" within the composition.

I was also responsible for redesigning the company's graphic identity, changing the logo and regular fonts, generating more solidity and seriousness in how the company showed itself to the world.

## **2014** *Teacher of Media publishing, Product and Service Design, Periodic publishing, E-Book design at Teinco School.*

My responsibility in this work was to create the program for each class in which I was a teacher. Like my previous teacher work, I had to design the aids and visual elements needed to help the best understanding of each subject.

## **2014 - 2015** *Digital Marketing Manager at HiCue Speakers*

In HiCue Speakers, I was head and support of the marketing area towards the company's commercial development, giving in key tasks efficient development and implementation of strong strategies aimed to bringing investment clients, achieving revenue budgeted on a financial discipline.

Here, I also was the graphic designer in head, managing tasks such like the web page and the newsletters for mailing.

## **2014 - Now** *Marketing Manager at Sinsanity Entertainment*

I am responsible for the direction of a company's visual brand. I develop the strategy for marketing and public relations for a business or group, and ensure that other employees in the creative department work to support that goal.

## **2016 - Now** *CEO at Like A Boss*

In this entrepreneurship of my own, I am responsible of all the project. From content creation to the development of itself. Graphic direction, visual identity, business plan, recording plan, script plan, video editing, digital marketing, growth hacking strategies and brand deals.

## **2017 - Now** *Digital content creator and Graphic Designer at CAR*

I design strategies and graphic pieces for social networks (Facebook, Twitter, Instagram, Youtube), making better engagement with the target, and improving the virtual identity of the CAR (Corporación Autónoma Regional de Cundinamarca) that is a government entity that works for the environment preservation. The strong point here with the CAR is the optimization of all of their social networks.

## Softwares that I can work with



Adobe Illustrator



Adobe Photoshop



Adobe Muse



Adobe After Effects



Adobe Lightroom



Adobe Dreamweaver



Adobe InDesign



Adobe Premiere



Salesforce CRM



Mail Chimp



Analytics, Adwords



FileZilla



Hootsuite

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## Projects I've participated

- 2018 **Coven Fest (Bogotá) - Marketing, design, advertising and coaching.**
- 2017 **Coven Fest (Bogotá and Medellín) - Marketing, design, advertising and coaching.**
- 2014 **Comic Con Colombia (Medellín) - Event and conference.**
- 2014 **Papel y evolución de la mujer en el cómic - Radio Program.**
- 2014 **Anabantha Bogotá - Marketing and coaching.**
- 2014 **Children of Bodom Bogotá - Marketing, advertising, design and coaching.**
- 2014 **Revamp Bogotá - Marketing, advertising, design and coaching.**
- 2013 **Paradise Lost Bogotá - Marketing, advertising and coaching.**
- 2013 **Theatres des Vampires Bogotá - Marketing, advertising, design and coaching.**
- 2013 **Suicide Girls Party Bogotá - Design, advertising.**
- 2013 **Theatres des Vampires Bogotá - Marketing, advertising, design, coaching.**
- 2012 **Moonspell Bogotá - Advertising and coaching.**
- 2012 **Haggard Bogotá - Marketing, advertising and coaching.**
- 2010 **Cradle of Filth Bogotá - Advertising and coaching.**
- 2010 **The 69 Eyes Bogotá - Marketing, advertising and coaching.**