

PROFILE

Advertising Professional with a focus on digital marketing, I have wide experience leading different types of communication projects, both internal as external. I have leading the construction and launch of several websites including intranets, Also executed multiple digital campaigns that involve mailing and landings pages.

During several projects I have been able lead and coordinate work groups always focused on measurable goals; I have extensive experience in handling and corporate identity construction, what has allowed me to work with several brands in multiple processes communication, from the corporate identity creation, manual handling brand, tone construction / style up campaigns and high impact pieces.

“I excel in having the ability to understand and execute the processes of communication with a 360 approach, always with strategic vision and oriented to results.”

Top Technical Skills



Illustrator



Photoshop



InDesign

Carlos Fuentes

1075 High St, Reservoir Victoria 3073

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🌐 carlos-daniel-fuentes-cruz

Work Experience (More than 6 years)

Brigard & Urrutia
Marketing Department
Intermediate communications analyst

Freelance and Clients Projects:



Education

Postgraduate degree diploma on Web Design
UPC Universidad Piloto de Colombia
2017

Bach. of Advertising
UJTL Universidad Jorge Tadeo Lozano
2016

Professional Referees

Diana Amado
ExCoworker
Phone: +61 452 215 942

Nicolas Méndez
ExCoworker
Phone: +61 435 797 539

Software

Adobe Creative Suite



HTML & CSS



Google Analytics



Microsoft Office Suite

