

# Alan Guevara

## Original Content Creator

with a passion for Miami's Tech & Start-Up Community

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## The Why

With close to 15 years of experience generating creative content, my ideal experience would be to be part of a team where I can use all my life experiences, my knowledge, and my creative and technical talents in order build incredible experiences and products that can every day positively impact a wider community.

## Highlights & Skills

- Experience producing, writing, shooting, and editing dynamic original content highlighting Miami's Tech & Start-Up Culture
- Excellent ability to communicate ideas across different cultures and people
- Fully fluent in Spanish; verbal and written
- Creative, innovative & relentless problem solver
- Very flexible and adaptable to new environments & challenges
- Proven resourcefulness
- Wide range of technical and creative skills, as well as experience.
- Various team experiences in both leadership & non-leadership positions
- Comfortable managing all major social media platforms as administrator and advertising manager at a corporate level
- Quick to pick up new skills & technologies
- Original Content Creator & Entertainer: @AlanThinks
- Start-Up Founder: OpenFieldApp.com

### Content Creation

- Adobe Premiere, Photoshop, Illustrator, After Effects Apple Final Cut X
- Cinematographic Training
- Video & Lighting Equipment

### Digital Marketing

- Facebook/Instagram/Twitter/Snapchat Ads
- Google Analytics, Adwords, Adsense
- MailChimp, SMTP2Go, InstaPage/Unbounce
- HootSuite/Buffer, AdEspresso/Zapier/Flow

### Software Development

- HTML5, CSS3, Bootstrap, Materialize, Javascript, SASS, React.js, FLUX, Webpack, Python, Django, RESTful API's, SQL, MongoDB, HTTP Architecture, AJAX, MVC, ORM, Migrations, Git
- Experience with React Native, Ruby, Java, C#

## Experience

### AlanThinks

Original Content Highlighting Miami's Tech Scene

August 2017–Present

- Produce videos featuring Miami's underground culture of start-ups, tech, and entrepreneurship.
- Storytelling with a creative twist and an energetic voice
- Attend and cover various weekly events, such as:
  - Start-up pitch competitions
  - Community meet-ups of various topics
  - Tech conferences and hackathons
- Interview community members including social entrepreneurs, start-up founders, politicians, and community leaders
- Quick-thinking ability to carry out witty unscripted interviews
- Created a memorable brand image and recognizable persona
- Quality over quantity created content with high engagement in both YouTube and Instagram

### Digital Content Designer & Strategist

Red Panda Digital Marketing

2016–Present

- Designed and distributed e-mail marketing campaigns
- Screenprinting of original corporate t-shirt designs
- Provided corporate promotional items and apparel
- Graphic and web design services
- Design custom snapchat filters for various organizations
- Created video animations for Instagram stories

### Social Media & Web Coordinator

ASA College Miami

2014–2016

- Led a small team that assisted with digital and design efforts
- Managed traditional and digital advertising campaigns directly generating thousands of meaningful leads to the admissions team
- Responsible for photography, copy, landing pages, and e-mails for advertising campaigns
- Tasked with generating responsive e-mail designs and managing the e-blast system
- Conceptualized and produced various interactive marketing activations for the admissions team to use at outreach events, making our booth more attractive to attendees
- In charge of all types of graphic design including bus and office wraps, social media content, trade show branding and material, and commemorative campaigns
- Created and grew original social media accounts
- Managed WordPress website

## Experience (Continued)

### Communications Director

Casa Sobre La Roca, Non-Profit Organization

2013-2014

- Led the creative vision of the organization as a whole
- In charge of a small team that handled all communications through major and minor social media outlets
- Fully responsible for the pre-production, production, and post-production of weekly video segments which included interviews, animations, motion graphics, and video montages
- Developed marketing content through different mediums using design for web, video, and print
- Designed promotional materials such as video spots, business cards, posters, flyers, t-shirts, water bottles, as well as designing and supervising production of a full set of soccer uniforms
- Organization of weekly events, managing live productions as well as other multimedia presentations
- Event manager and mentor for the youth organization "EPIC"

### Marketing & Product Design

Red Panda Technologies Corp.

2011-2014

- Led the brand development for "Vollat" USB and Tablet products, which were internationally distributed
- Conceptualized and implemented the brand marketing,
- Headed the technical analysis of all products
- Full design development for two different tablet models, including loading animations, manual designs, and packaging design
- Headed a marketing and sales team in Colombia with our Latin America distribution partner which directly led to the products being distributed across several universities and technology fairs in Colombia
- Fully developed the Latin America distribution website with e-commerce capabilities
- Trained the Colombia team for online marketing, including social media advertisement

### Product Manager

Afin, Inc.

2007-2011

- In charge of research and testing of all consumer electronics and software, directly impacting all purchasing decisions
- Represented the company at largest technology fair in the world, Consumer Electronics Show in Las Vegas in order to keep up with market trends and develop business relationsh
- Other responsibilities included business card design, website design, and other in-house IT support

### Other Experience

Track Coach, Dade Christian School

2007-2011

- Fully responsible for the supervision and coaching of the middle distance team
- Designed and implemented website for the athletes and parents to see multimedia content of all activities
- English Tutor, Savannah College of Art & Design
- Tutored international students in improving their English conversation skills
- Led both individual and group sessions
- Responsible for curriculum development

## Education

### Motion Graphics

Savannah College of Art & Design (SCAD)

2004-2007

*Pursued Major:* Motion Graphics  
*Credits Completed:* 115 Credits  
*Related Coursework:* Cinematography, Film/TV Production and Editing, Script Writing, Broadcast Design, Graphic Design, 3D Modeling, Art History

### Full Stack Web Development

4Geeks Academy

2018

16-week (300+ hours) project-based software development program teaching HTML5, CSS3, Javascript, SASS, React.js, FLUX, Webpack, Python, Django, RESTful API's, SQL, MongoDB, HTTP Architecture, AJAX, MVC, ORM, Migrations, Git

## Other Interests

- Volunteering for community service activities about once a month
- Enjoy running and playing different sports such as soccer, tennis and basketball
- Reading autobiographies or some sci-fi fiction
- Enjoy different types of music; played trumpet in the past, and currently learning to play guitar
- Traveling and learning about new places and cultures
- Launching my soccer management company: OpenFieldApp.com