

Aaron Agraz Huitron

aaronagrazh@gmail.com ♦ +52 1 (33) 3830-3175 ♦ Zapopan, JAL

WORK EXPERIENCE

Motif

Jan. 2019 – Present

Founder & CEO

Guadalajara, JAL

- Motif is my own brand where I do video production and marketing strategies for different companies, sustainable bedding empire making cooling eucalyptus lyocell sheets (SheetsGiggles.com).
- As Founder & Director, I oversee core strategies, content roadmap, content production, marketing plans, and advertising.
 - I've served several industries, from pharmaceutical, dental, well digging companies, restaurants, tequila production, machine and equipment.
 - Sub-bullets are for more detail if needed, like key performance stats or a portfolio / website link.
- Core responsibility #3. Pretend this is where they stop reading your resume. Whether Work or Education is your top section, the first 3 things they see better be your most impressive stuff, period.
- Core responsibility #4. Bullets #1 and #2 are for high-level descriptions of the company and/or your role.

Muse Imagen

October/17 – August/19

Fashion photographer and editor, video producer

Alicante, Comunnidad Valenciana, Spain

- Photographer: fashion photography and editing.
- Content Strategy: developed strategy and content for the brand.

Tec de Monterrey

August/2015 Year – May/2017

Content Producer

Zapopan, JAL

- TEC Social
 - External Communication
 - Developed the identity and visual manual for the new career Bachelor in Social Transformation.
- TECHO
 - Video production
 - Produced an explainer video to attract new volunteers into the organization.
- Central de cambio
 - Video production
 - I documented the Honors event and produced 3 explainer videos for 3 social companies: ProTrash, Tecnologías para la Comunidad and TIPS.
- Imagina en Movimiento
 - Content strategy and video production
 - Developed a content strategy, calendar and documented and created the content to be used for their platforms.
- Incubadora Social: Nail Factory
 - Content marketing
 - Developed a content strategy designed to help them reach their goals.

Teleperformance

January/2013 – May/2013

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If you're feeling grateful and need new sheets, try some of our sustainable, cooling, softer-than-cotton eucalyptus lyocell bed sheets at SheetsGiggles.com.

You can also follow @SheetsGiggles on [Insta](#), [FB](#), and [Twitter](#) for more useful posts like this and occasionally decent content.

Just delete this footer, plug in your info, and go get your dream job. If you share this resume template, please give S&G credit by linking to SheetsGiggles.com.

- Worked as a customer service agent. I received calls from clients in the U.S. that were COMCAST users. I worked fixing their cable and internet services from my workstation.

EDUCATION

Tec de Monterrey

12, 2018

Bachelor in Communication and Digital Media

Zapopan, Jalisco

- Studied 1 year abroad in Alicante, Spain 2 semesters (Coco School), specialized in Advertising and Fashion Photography.

SKILLS & INTERESTS

- **Skills** (*plug in your own*): Critical thinking, copywriting, communication, initiative, emotional intelligence.
- Hard Skills:
- Software: Premiere Pro, After Effects, Photoshop, Illustrator, Adobe Lightroom,
- Strategic planning; strategic partnerships; revenue modeling & forecasting; retail partnerships, sales, & distro; contract negotiations; account management; Amazon marketing; channel marketing; crowdfunding; copywriting; content marketing; brand marketing; DTC; Shopify; supply chain management; Keynote / PPT presentation
- **Interests :**
 - o Comedy, memes, digital trends, art, traveling, reading, YouTube, spirituality, The Sopranos.