

# CURRICULUM VITAE

## PERSONAL INFORMATION

FIRST NAME	JUAN CARLOS
SURNAME	GUTIERREZ CACERES
DATE OF BIRTH	JUNE 14th, 1985
ID	9.773.633
NATIONALITY	COLOMBIAN
MARITAL STATUS	MARRIED WITH 2 CHILDREN OF 8 AND 14 YEARS OLD
CONTACT PHONE	+57 3137229239
EMAIL	juanko6@gmail.com
LANGUAGES	NATIVE SPEAKER OF SPANISH LOW SPEAKING ENGLISH (B1)
SOCIAL PROFILES	<a href="#">BEHANCE</a> <a href="#">LINKEDIN</a>

"Contact may be in Spanish or English"

## OBJECTIVE

Professional in marketing and advertising and multimedia producer, with 11 years of experience in creating advertising strategies, audiovisual production, motion graphics, web development, creator of corporate concepts, illustration, UX/UI designer, with management skills, work under pressure , commitment, positive attitude, passionate about trends, extensive knowledge in digital format, with a very high conception of service and respect for others. Ability in teamwork, decision making, learning and creativity in the development of technological solutions, management of interpersonal relationships, great commitment and responsibility for work.

Ability to perform satisfactorily content creator, web development, and optimization tools, information systems project manager, design, development and implementation of comprehensive marketing strategies.

## COMPUTER SKILLS

- Sistemas operativos: WIN/MAC/LINUX/ANDROID/IOS
- Herramientas producción audiovisual:
  - ADOBE PHOTOSHOP
  - ADOBE ILLUSTRATOR
  - ADOBE AFTER EFFECTS
  - ADOBE PREMIER
  - CINEMA4D
- Lenguajes de programación:
  - JAVA
  - C++
  - SQL
  - HTML, CSS, JAVASCRIPT
- Herramientas analíticas:
  - GOOGLE ANALITICS
  - GOOGLE SEARCH CONSOLE
  - SOCIALBAKERS.
- CMS:
  - WORDPRESS
  - SHOPIFY
  - MAGENTA

## ACADEMIC ACHIEVEMENTS

### PROFESIONALES

#### **INGENIERIA DE SISTEMAS**

UNIDAD CENTRAL DEL VALLE DEL CAUCA

TULUA – VALLE DEL CAUCA

2021 – IN PROGRESS

#### **MARKETING Y PUBLICIDAD**

FUNDACION UNIVERSITARIA

INTERNACIONAL DE LA RIOJA

COLOMBIA

2019 – IN PROGRESS

### TECNOLOGICOS

#### **TECNOLOGO EN PRODUCCION**

**MULTIMEDIA** SENA- CENTRO

TECNOLOGICO DEL MOBILIARIO- ITAGÜI -

ANTIOQUIA

MARZO 2016

### DIPLOMADO

#### **HABILIDADES DE PROGRAMACION CON**

**ENFASIS EN APLICACIONES WEB**

MISION TIC

UNIVERSIDAD PONTIFICIA BOLIVARIANA –

MEDELLIN ANTIOQUIA 2021

#### **ANIMACION DE PERSONAJES**

ANIMATIONGYM-MONTEVIDEO-

URUGUAY.

2009

ESPECIALIZACIÓN TECNOLÓGICA

**DIAGNOSTICO Y ANALISIS**

**ORGANIZACIONAL** SENA - CENTRO DE  
TECNOLOGIAS AGROINDUSTRIALES  
FEBRERO 2017

TÉCNICO

**DIBUJO DIGITAL Y ANIMACION 3D**

ESPI,  
TULUA – VALLE DEL CAUCA  
2008

CURSOS

**BRANDING E IDENTIDAD: CONSTRUCCION Y  
DESARROLLO DE UNA MARCADE  
PERSONAJES DOMESTIKA**

**INTRODUCCION AL MARKETING DIGITAL EN  
INSTAGRAM**

DOMESTIKA

**COPYWRITING EN REDES SOCIALES:**

**REDACCION QUE CONVIERTE**

CREHANA

**INBOUND MARKETING: ESTRATEGIA DE  
CONTENIDOS.**

CREHANA

## PROFESSIONAL EXPERIENCE

### **CONSULTOR MARKETING NOGALES DE LA FLORIDA APARTAMENTOS**

Nogales de la Florida is a real estate project under construction, in partnership with Constructora Corac and Exact Invest Colombia.

Development of the comprehensive digital marketing strategy, implementation of guidelines in social networks.

### **COORDINADOR COMERCIAL**

In Granja Chanchitos I was Implementation of Marketing Strategies, business relationship management, Corporate Image Creation and Web Portal Administration

### **LÍDER ESTRATEGIA DIGITAL**

In variado.shop a virtual store I was in charge of the inbound strategy implementation for digital store, brand creation, networks, content, audience, SEO and SEM campaigns. e-commerce development in shopify.

## REFERENCES

NOMBRE	CHRISTIAN VERGARA
PROFESIÓN	MERCADEO Y PUBLICIDAD
CARGO	DIRECTOR TRANSFORMANDO LIKES EM VENDAS - COLOMBIA
TELEFONO	315 8918916
CIUDAD	CALI

NOMBRE	CESAR AUGUSTO GUTIÉRREZ JARAMILLO
PROFESIÓN	DESARROLLADOR WEB
CARGO	GERENTE CGPRO
TELEFONO	318 311 2855
CIUDAD	CALI

NOMBRE	MAURICIO MAZUERA
PROFESION	MOTION GRAPHICS
CARGO	SUPERSIDE
TELEFONO	316 269 60 76
CIUDAD	BOGOTÁ

Certifico que para todos los efectos legales todas las respuestas e informaciones anotadas por mi en la presente hoja de vida, son veraces (c.s.t. art 62 num 1º) régimen laboral colombiano.



JUAN CARLOS GUTIÉRREZ CÁCERES

9773633 – ARMENIA – QUINDIO