



MTRO. OSCAR **ESPINOSA**
MARKETING EXPERT / MULTIMEDIA DESIGNER

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PERSONAL STATEMENT

I am a passionate Marketing Expert and Multimedia Designer hailing from Mexico City, with a deep-seated affection for Marketing & Digital content. With expertise spanning UX/UI, motion graphics, and business administration, I also cherish my connection with the world of video games.

With a solid 10-year track record, both as a freelancer and in full-time roles with diverse companies, I thrive in collaborative environments, particularly when surrounded by individuals who share my zeal for their craft.

My professional journey has been characterized by embracing challenges and navigating changes. To truly understand my ethos, one must approach life with an open mind and a splash of optimism. I firmly believe that each of us possesses the potential to achieve greatness, anchored by discipline and relentless curiosity. In the realm of creativity, the key lies in perpetual learning, absorbing varied ideas, and welcoming diverse experiences.

Interested in collaborating? Dive in further to discover why I'm the perfect fit for your team!

WORK EXPERIENCE

6
Months

2023
Digital Coordinator
Mezcales Casa Armando

At MCA, I played a pivotal role as the Digital Coordinator. Entrusted with overseeing our social media landscape, I was responsible for curating timelines and producing engaging content tailored to our audience. Beyond content, my duties extended to orchestrating comprehensive digital strategies, ensuring alignment with our brand vision and goals across all digital platforms.

3
Years

From 2019 to 2023
Sr. Designer for marketing
DICIO - Salinas Group

Salinas Group, I spearheaded the design of landing pages and corporate videos, providing direction across various projects. My contributions were pivotal in the development of corporate identities and the formulation of comprehensive brand manuals.

1
Year

From 2018 to 2019
Art Director
Live 13.5

In my role as Art Director at Live 13.5, I was entrusted with translating client requirements and the vision of the General Management into compelling visual narratives.

2
Years

From 2017 to 2019
Sr. Designer & Video editor
Capital 21 CDMX

At Capital 21 CDMX, I channeled my expertise into editing audiovisual content, primarily post-producing the headline news for Capital 21's TV and Radio broadcasts in Mexico City.

2
Years

From 2015 to 2017
Jr. Designer
Concepto Móvil

At Concepto Móvil, I crafted animations tailored for various company sectors and designed animated GIFs specifically for the company's Mobile Phone Clubs.

DESIGN SKILLS

01 Computer

| | |
|-------------------|------------|
| Adobe Photoshop | ●●●●●●●●●● |
| Adobe Illustrator | ●●●●●●●●●● |
| Adobe XD | ●●●●●●●●●● |
| Figma | ●●●●●●●●●● |
| Adobe Audition | ●●●●●●●●●● |
| MAYA | ●●●●●●●●●● |
| Unity 5.0 | ●●●●●●●●●● |
| Final Cut X | ●●●●●●●●●● |
| AutoCad | ●●●●●●●●●● |
| Office | ●●●●●●●●●● |
| 3ds Max | ●●●●●●●●●● |
| Cinema 4D | ●●●●●●●●●● |

02 Knowledge

Grid & Layout.
Good sense for typography.
Color theory knowledge.
Image editing.
Web usability.
Interface Design.
Google Analytics & SEO.

LANGUAGE SKILLS



TO BE CREATIVE MEANS
TO BE IN LOVE WITH LIFE.

Check my website: www.oeamexico.art

EDUCATION

2019.
Master Digital Marketing.
Universidad Tecnológica de México. UNITEC.

2018.
Community manager, Gamification publicity
Domestika.

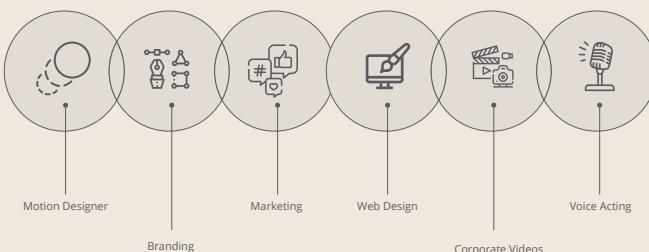
From April 2015 to July 2017
Cinematographic design
Universidad Tecnológica de México, UNITEC.

From 2016 to 2018
Advance animation & Lettering
MEMOMA Studio. México City.

From 2013 to 2017
4 years of Design animation & digital art
Universidad Tecnológica de México. UNITEC.

MY SPECIALITIES

Professionally, I wear multiple hats – from a creative and front-end developer to delving into motion graphics, web development, and voice acting for commercials. My commitment to excellence and quality remains unwavering across these domains. Beyond development, I'm adept at brand evolution and strategic project planning. My portfolio spans a diverse range of companies, from industry-leading AAA entities to budding startups still carving out their objectives. While I don't solely chase perfection, there's immense satisfaction for me in witnessing my clients' contentment and receiving their heartfelt recommendations.



RECOGNITIONS & CERTIFICATES



Education First
C2 Proficient
The achieved English level
is 71/100 on the EF SET



Hubspot Marketing
Marketing certificate
Completed



Black Hoodie Film Festival
Local Film contest.
One of the three finalists.
Universidad Tecnológica de México.



After Effects Test
LinkedIn Exam
One in the best 30% of people



Hazlo en corto, Cinépolis
National Film contest.
One of the 15 finalist.
Col. del Valle

HOBBIES & INTERESTS



Cinema



Beer



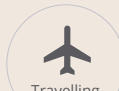
Music



Videogames



Theatre



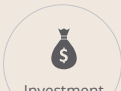
Travelling



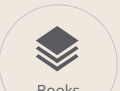
Batman



Fitness



Investment



Books