

Communications Specialist – Latin audiences

Are you looking for a team player who really knows how to reach the Hispanic market in the US?

I'm Andrés Reyes, currently living in the Miami FL area; I have a Bachelor of Science Degree in Communication with a major in Journalism from the University of La Sabana from Colombia. I have 5 years of experience in corporate, journalistic and advertising communication. I have knowledge in media production, strategy design and content writing for all business communication levels (corporate, media and public) with and exceptional Spanish language domain; skills in directing advertising campaigns involving coordination of editorial, graphic and audiovisual elements. Experience in Public Relations management with both clients and the media; event planning, oral presentations and managing an audience. I'm proactive, productive, creative and goal-oriented.

I'm seeking for a challenging position where my abilities, experience and knowledge contribute to the company's development. I have worked for banks, big industries and consultants, coordinating and supporting the communications and public relations areas, directed towards employees and clients. In those roles I produced and design publications, campaigns and media strategies, I gave support to the marketing and the human resources areas and in general I provided all the Communications and PR tools to improve and ensure the company's objectives. I worked in multinational advertising agencies, such as DDB Colombia, as a Copywriter, and recently in Norte Gráfico as an Account Executive managing important clients as Volkswagen Colombia.

Besides, I have deep knowledge of PC and MAC. Office 2007 and related. Corel Draw, Photoshop, Adobe video, Dream Weaver and others for web design, graphic design and video edition.

Job History

- Communications Coordinator (contractor) / Citizens for a Better South Florida, Miami, FL (Apr 09 – Jun 09)
- Account Executive / NG Advertising Agency, Bogotá, Colombia (Aug 08 – Dec 08)
- Communications Coordinator / Espinosa Organization, Bogotá, Colombia (Mar 07 – Mar 08)
- Corporate Communications Coordinator / Granbanco S.A. – Bancafé, Bogotá, Colombia (Aug 05 – Aug 06)
- Communications Analyst / MCG Consultants – family business, Bogotá, Colombia (Jul 04 - Jun 05)
- Trainee / DDB Colombia, Bogotá, Colombia (Feb 04 – Jun 04)
- Communications and Information Internship / EPM Bogotá Telecomunicaciones, Colombia (Jul 03 - Jan 04)

Open to relocation, salary range negotiable.

Contact

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