



KEY INFORMATION

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Sex Male | **Date of birth** 01/11/1992 | **Nationality** Honduran

WORK EXPERIENCE

May 2018 - Present

User Acquisition Manager

AppLike GmbH – Hamburg, Germany

Full-time position supporting the Digital Marketing Team of one of the fastest growing AdTech companies in Europe, running diverse app-marketing platforms in 25 countries.

Responsibilities include mobile performance marketing, business intelligence, creative optimization and project management.

September 2017 –
March 2018

Corporate Communications

NXP Semiconductors Germany GmbH – Hamburg, Germany

Part-time position as a Working Student, supporting the External and Internal Communications Team of NXP in Hamburg. Tasks included editorial work for PR and agenda setting measures: press releases, Q&As and executive briefings.

Skilful knowledge of graphic design tools like Adobe Photoshop and Illustrator, editorial writing, CMS management (WordPress and SharePoint) and project management were required on almost daily basis.

September 2015 –
September 2016

Web Developer & Office Assistant

International Cultural Youth Exchange, International Office – Berlin, Germany

Part-time position as International Exchange Volunteer. During the year-long programme I created a brand-new website for the international branch of the organization, this task required expertise managing WordPress and understanding web programming languages like HTML, JavaScript and CSS.

Other assignments included editorial design of the organization's newsletter, elaboration of presentations, data analytics, PR and routine clerical and administrative functions such as answering correspondence and issuing certificates and insurances for our partners.

April 2014 –
June 2015

Community Manager

4am Saatchi & Saatchi – Tegucigalpa, Honduras

Full-time position as Community Manager for brands of the SABMiller/AB InBev transnational beverage and brewing company. I had full responsibility over the digital presence of the soft-drink Tropical and the beer Barena.

The position required the simultaneous coordination and management of campaign work for various brands, the creation of cutting-edge digital strategies and graphic materials and the analysis and benchmarking of digital marketing efforts, included paid media on different platforms.

November 2011 –
January 2013

Graphic Editor

Laureate International Universities – Tegucigalpa, Honduras

Part-time position supporting the Graphic, Editorial and Creative Team of the world's biggest network of private universities. On a daily basis, I designed promotional and campaign materials for different universities of our network. I also managed internal and external communication newsletters and assisted in the handing of the company's websites and social media.

EDUCATION AND TRAINING

- October 2016 – March 2018 **Master of Leadership in the Creative Industries**
Darmstadt University of Applied Sciences. Darmstadt, Germany.
- Program focused on Digital Media and the development on new inter-media approaches using high-end technology. Courses focused on Innovation, New Technologies, Multimedia, Design and User Experience.
- January 2010 – July 2014 **Bachelor of Communication and Advertising with a minor in Audiovisual Production**
Central American Technological University. Tegucigalpa, Honduras.
- Multimedia program with high focus on practical skills and real-life work experiences. It developed a broad range of areas, like graphic-design, commercial writing, conceptualization, marketing, analytics, audio and video production and accounting.
- Graduated November 2009 **High School Diploma Graduate in Science and Arts**
St. Michael's Salesian Institute (Instituto Salesiano San Miguel). Tegucigalpa, Honduras.
- High School Diploma with focus on Science and Arts, mandatory to enter any university in Honduras.

LANGUAGE SKILLS

Mother tongue Spanish

Other languages

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
TOEFL iBT: 108/120					
German	A2	A2	A1	A1	A1
Hamburger Volkshochschule Level A2.2					

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient use

ADDITIONAL TRAINING

Workshop **ARTFest**
 Summer 2013 *Santa Fe University of Art and Design*
New Mexico, United States of America.

Three weeks of academic and artistic workshops with international students and staff from the global network of Laureate Universities. The workshops focused on media production and an English language immersion.

COMPETENCIES & SKILLS

- Software Adobe: Lightroom, Illustrator, Photoshop, Premiere and Dreamweaver – Microsoft Office Suite
 macOS – Windows – Ubuntu
- Programming Languages Flash ActionScript 2 & 3 – Elemental knowledge of HTML, PHP, Python, JavaScript and Processing 2
- Content Management Systems Proficient knowledge of WordPress, WooCommerce and SharePoint
- Fields of Experience Social Media – Photography – Video Production – Web Design – Communications