



JUAN MANUEL LÓPEZ GIL

Publicist Resume

PERSONAL INFORMATION:
 Nationality: Colombian
 Birth day: 03/01/1991 (29 years old)
 Genre: Male
 Passport No: AT687420

More than seven years
of professional experience:

I have a friendly persona and supportive but with fresh and disruptive ideas. Also, I pose a comprehensive strategic profile that combines creative writing and high-quality design on effective presentations: the best way to sell an idea to someone.

My objective is to create something that brings more magic to this crazy and diverse world. Are you interested in achieving the company goals of your company with new ideas? Well, please continue reading this CV and contact me then.

Some brands for I have worked with excellent results are:



CREATIVE DIRECTOR

Sept 2016 - Dec 2019
Medellín, Colombia

ALCUBO MARKETING

I had taken a lead of the creative team where together we created and developed BTL strategies for companies of the stock market, principally to the brands of Bancolombia Group (The most important Colombian Bank).

- Director: Camilo Cuadros. (camilo.cuadros@alcubo.com.co)

CREATIVE PLANNER SENIOR

Feb 2016 - Jul 2016
Medellín, Colombia

CVML (CLOSED)

Before of its disappearance, In CVML I worked to create BTL strategies for companies such as The Medellín Government, Krispy Kreme, Bayer, Presidente Beer, Coors Light, Saferbo, Familia, D'Mario and others; from Colombia and American Central.

- Director: Camilo Vásquez. (camilo.vasquez@cvml.com.co)

COMMUNITY MANAGER

Jun - Oct 2015
Medellín, Colombia

DDB WORLDWIDE

I worked in management and analysis of the digital behaviour of brands such as Glass is Life O-I, Tennis, Nutresa, San Diego Shopping Mall, Sufi and others.

- Director: Sandra Martínez. (sandra.martinez@tribalcolombia.com)

CREATIVE PLANNER

Jul 2013 - May 2014
Medellín, Colombia

CCP WORLDWIDE (BEFORE: DRINK GROUP)

This was my first experience working with digital strategies for companies such as The Medellín Government, ONU, EAFIT University, Localiza Rent Card, Renting Colombia, Antioquia Museum, Cityplaza Shopping Mall and others.

- Director: Andrés Sierra. (andres.sierra@grupo-ccp.com)

CREATIVE PLANNER JUNIOR

(Trainee)
Feb - Jul 2013
Medellín, Colombia

MABTL (MARCA ACTIVA)

In my first job experience, I had worked on BTL strategies for many companies, principally for Bavaria (The most important company of beers in Colombia and propriety of AB Inbev, before SABMiller Group). Good apprenticeship!

- Director: Richard Achury. (richard@mabtl.com)

Education and training:

MASS EVENTS ASSISTANCE

CRUZ ROJA COLOMBIANA
Colombian Red Cross

Medellín: Oct 2017 - Present.

I am a soccer volunteer and participate in risk management and first aid in mass events.

ADVERTISING

UNIVERSIDAD PONTIFICIA BOLIVARIANA
Pontifical Bolivarian University

Medellín: Jan 2008 - Oct 2014.

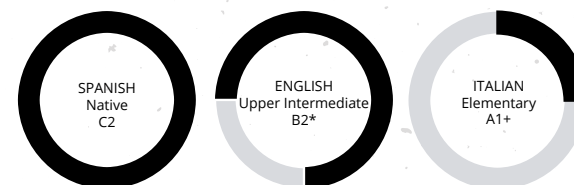
Advertising professional after 6 years of study and member of the DEMIURGO CDI-UPB Research and Strategy Group, between 2010 and 2013.

GRAPHIC ARTS TECHNICIAN

SALESIANO PEDRO JUSTO BERRÍO

Medellín: High School Prom 2007.

LANGUAGES



At present, I am studying at ACE English Malta.*



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7, Sunnyside Apt, Room 4
Triq Sant'Anġlu
Tas-Sliema, SLM, Malta

AWARDS



CSS LIGHT GALLERY

A design included in its gallery. Strategy for www.amolca.com.co Amolca Colombia and Lobo Agency, 2015.



FICE AWARDS (Iberoamerican Creativity And Strategy Festival)

Shortlist of category Innovation in Media. Strategy for The Medellín Government.
CCP Worldwide (Before Drink Group), 2014.



REDCOLSI - COLCIENCIAS

Antioquia Node winner representing to UPB Medellín with my project of research: "Learning processes of children between the ages of seven and eleven, applied to commercial and institutional causes".

Demiurgo (CDI-UPB), 2012.

REFERENCES

"Committed, proactive, talented and most importantly: with a broad sense of belonging and respect for others"

Camilo Vásquez Roldán
CVML Manager

"Willing, respectful, responsible, analytical and creative. Very recursive and good partner. He will always find Alcubo's doors open".

Camilo Cuadros Blanco
Alcubo Manager

"He listen to tips, is disruptive, follows instructions and proposes efficient ideas. He has helped revolutionize the way Bancolombia makes its conventions to international level since 2017, especially in Mexico with "Ser Ejemplo" (The most important event of this bank)".

Camilo Alzate Cano
Bancolombia's Brand Analyst

Hobbies
and
interests:



Sports



Arts

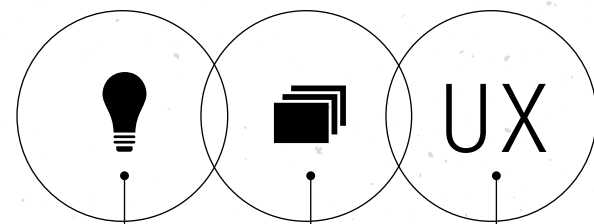


Rock n' Roll



Travel

SKILLS



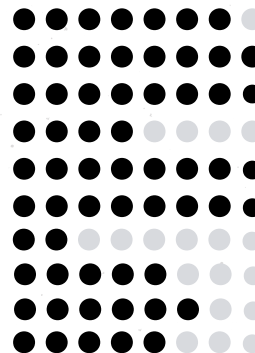
Creative, strategy
and design.

Interactive Marketing
on BTL and Digital
formats.

Effective presentations: the best way
to sell an idea to someone.

01 TECHNOLOGICALS

Adobe Photoshop
Adobe Illustrator
M..Power Point
Microsoft Excel
Microsoft Word
Internet
Adobe Premiere
Adobe Lightroom
Corel Draw
Photography



Apple 100% Windows 80%

02 COGNITIVES

Conceptualization and strategy
(UX) User Experience Design
SEO Copywriting
Graphic Design
Investigation and data analysis
Social Media Management
Teamwork
Leadership
Frustration Tolerance
Time Management

*You can see my work now!
Scan this to see my Behance:*



Juan Manuel López

CV made in March of 2020.