



## Alexis Antonio Velez

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AlexisAntonioVelez.blog

Linkedin/in/Alexis-Antonio-Velez

**Media Producer / Communications Specialist**

In the marketing world since 2009

### Achievements

- 'Up-Coming Star' Mention - UKI M&E, Brighton, UK 2019
- Honourable Mention - Diplomatici, United Nations, NY, USA 2019
- 'Highlighted Speaker' Mention - Vallempresa365, Cali, COL 2015

### Education

- **MSc in Marketing and Leadership** - Cranfield University, UK (September 2020 / July 2022)
- **BA in Communications** - UNAD University, COL (February 2015 / July 2020)
- **HND in Media Production** - SENA, COL (September 2012 / October 2014)
- **HNC in Information Technology** - SENA, COL (September 2010 / December 2011)
- **HNC in Marketing, Design and Advertising** - System Plus, COL (September 2009 / December 2010)

### Technical Knowledge

- **IT and Office - 10 years**  
Microsoft Office 365, Word, Excel, Powerpoint, Access, Outlook, Open Office, Internet, Servers, Windows and Mac
- **Graphic Design - 6 years**  
Adobe Photoshop, Illustrator and InDesig, Corel Draw, Canva, Fireworks, Snapseed, Freepik, Prezi



- **Media Production - 4 years**  
Adobe Premiere, After Effects and Audition, Sony Vegas, Camtasia Studio, iMovie and GoPro Spice, Pow Toon

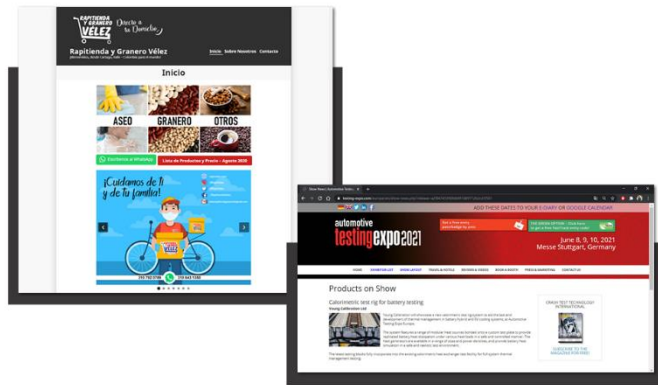


- **Social Media - 3 years**

Engaging content, blogging, advertising and analytics through Sendible, Hootsuite, Buffer, Google Ads and Facebook Business, including platforms as Youtube and Instagram

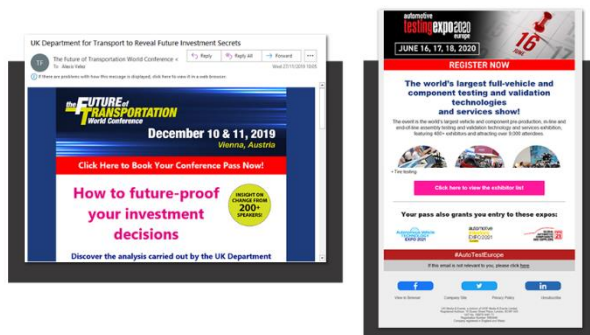
- **Web Design and Programming - 2 years**

Adobe Dreamweaver, Wordpress and Joomla Languages as HTML, CSS, PHP, SQL, JAVA



- **CRM and Email Marketing - 1 year**

Microsoft Dynamics 365, IBM Watson Campaign, Zoho CRM and MailChimp



- **Events Organisation - 1 year**

Conference Management Software for timing, admin and database, LinkedIn Business and Google Advance Search

- **2D and 3D Animation - Less than 1 year**

Adobe Animate (formerly Flash) and AutoDesk Maya

- **Additional related experience:**

Video blogging - 6 years  
Public Speaking and Mentoring - 2 years  
Teaching - Less than 1 year

## Languages and Skill Set

- Spanish - Native
- English - Fluent
- Portuguese - Basic
- Proactive leader
- Creative thinker
- Teamworker and Sociable

## Professional Summary

**Awarded**, results-oriented, committed and enthusiastic professional in communications. Acquired **five years** of international experience in **B2B/B2C** roles, undertaking from junior to mid-senior duties in the diverse field of marketing including media production, branding, social media, public relations, partnerships - corporate relationships and events organisation. Have contributed to different companies in operational and strategic levels, where met targets against strict deadlines, always ensuring to achieve the **highest standards**. Considered by past employers as a hard and passionate worker with strong motivations of **success**.



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