

hello



Proactive professional skilled in **researching, analyzing,** and transforming information to make agile and effective decisions. Experienced in **project management** across diverse sectors, demonstrating leadership and the ability to drive teams toward **high-impact results.**

GERARDO CORTÉS
Marketing Specialist

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experience

2021-2024

LURTIS RULES
AUDIOVISUAL DESIGNER
& MARKETING

I implemented a WordPress CMS website, achieving 98% performance optimization. I integrated **automations** related to CRM, email marketing campaigns, product launches, and webinars, while leading the development of **audiovisual strategies** to enhance marketing efforts.

2018-2022

ESTUDIO 46
MARKETING CONSULTANT

Led audiovisual projects and **content strategies** for brands like Tenerife Work&Play, DNExp, Turismo de Tenerife, Unilever, and Canarias Digital across Spain, Mexico, and the U.S. I managed logistics, scheduling, and technical requirements for execution.

2015-2018

DAFAC Y ASOCIADOS
OPERATIONS MANAGER

I implemented a supplier management system that enhanced control and transparency. I managed the budget, **ensuring financial objectives** were met. Additionally, I led the **automation of accounts** and client communication, improving operational efficiency.

education

2017

TECNOLÓGICO DE MONTERREY
B.A. MARKETING
& COMMUNICATION

2019

ESCUELA DE LAS ARTES TAI
M.A. AUDIOVISUAL CREATION
IN DIGITAL ENVIROMENTS

languages

Spanish
(Native)

English
(B2)

skills



RESOURCEFUL



CREATIVE



COMMUNICATOR



LEADER



GOOGLE ADS



PREMIERE



ILLUSTRATOR



PHOTOSHOP

expertise