



# JUAN PABLO MARTÍNEZ RÍOS

FILM AND DIGITAL COMMUNICATION  
STUDENT



## SUMMARY OF QUALIFICATIONS

Successful and dynamic work history in Video Editing, Graphic Design and Digital Marketing. [Davinci Resolve Certified](#) with proficient skills in other software, such as Adobe Photoshop, Adobe Audition and Adobe Premier Pro. Experienced in paid and organic search, lead generation, analytics, community management, and landing page optimization. Creative, out-of-the-box problem solver, capable of meeting deadlines under pressure. Detail oriented with exceptional communication skills (verbal/written).

### Contact



Cali-Colombia



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### Software

<a href="#">Davinci Resolve</a>	● ● ● ● ● ●
Adobe Illustrator	● ● ● ● ● ●
Adobe Photoshop	● ● ● ● ● ●
Adobe Premiere	● ● ● ● ● ●

### Languages

- Advanced English  
Cambridge FCE B2 Certificate
- Native Spanish

### Clients



### Projects & Portfolio



[Logos Alpha](#)



[Portfolio](#)

## Experience

### Digital Strategist Freelance

2020-

- [Visvasa Homeopathic Pharmacy](#)
- [Sirius](#)

- [Intelectuales Teístas](#)

2021-2022

- [Kendall Partnerships Media Agency](#)

- Proper project organization and workflow to meet client's deadlines
- Skilled in Color Correction
- Managed Overlays, Text and Image Animations, Keying, Masking, and effects with Chroma Key
- Researched sound libraries such as Mixkit, Freesound and Envato elements for special effects and maximum scene impact
- Reviewed footage sequence by sequence, assemble appropriately, and inspect final product to determine necessary corrections.
- Writing voiceover/commentary
- Producing and editing video content for the company and personal projects
- Managed Fairlight window to improve audio quality
- Utilized Photoshop and Illustrator programs for graphic preparation
- Applied Youtube SEO strategies from data analysis to grow organically in the platform. This includes title and thumbnail optimization to improve measurable metrics such as C.T.R and Audience Retention.
- Concentration in creative writing for screenplays
- Researched stock footage libraries for B-roll use in content for the company
- Applied Youtube SEO strategies from data analysis to grow organically in the platform. This includes title and thumbnail optimization to improve measurable metrics such as C.T.R and Audience Retention
- Generate monthly reports for clients' social media

## Education

### **Academic Bachelor**

Freinet School

Cali, Colombia

2018

### **Student**

Delfin English School

London, UK

2018

### **Student**

Universidad Autónoma de Occidente

Film and Digital Communication

Cali, Colombia

2022