

Juan Correa

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PROFESSIONAL EXPERIENCE

ROLOSTUDIOS LLC.

Allen, TX (Remote)

Developer of Marketing and Innovation

2022-2023

- Developed creative concepts and designs for a variety of projects, including websites, videos, and digital marketing campaigns
- Created a culture of innovation, resulting in a 20% increase in productivity
- Developed and implemented an effective digital marketing strategy that increased website traffic by 15%

RISARALDA CANCER LEAGUE

Pereira, Risaralda, Colombia

Audiovisual Leader

2021-2022

- Directed and executed audiovisual and digital campaigns that raised awareness and generated funds for the organization.
- Managed a large-scale event over 2500 people attended and created a visual/experience.
- Co-created a regional campaign that reached ~8M people.

CREATIVE FILMS SAS

Pereira, Risaralda, Colombia

Creative Director

2018-2021

- Managed creative direction and development for various marketing and visual projects, including branding, photography, and graphic design.
- Resolved problems between production, fulfillment, and customer service teams with excellent cross-functional collaboration skills concerning creative issues.
- Developed look and feel of graphics for web, digital, and offline marketing.

EDUCATION

UNIVERSITY OF CALGARY

Calgary, Alberta

Digital Media and Marketing Specialization

2023-2024

THE UNIVERSITY FOUNDATION OF THE ANDEAN REGION

Pereira, Risaralda, Colombia

Bachelor in Audiovisual and Digital Communication

2017-2021

UNIVERSITY OF ILLINOIS URBANA-CAMPAIGN (ONLINE)

Chicago, IL

Specialization in Digital Marketing

2022-2023

- The Association accredits the specialization to Advance Collegiate Schools of Business (AACSB).
- The specialization is also recognized by the American Marketing Association (AMA).
- The specialization has been ranked as one of the best online digital marketing programs by U.S. News & World Report.

ADDITIONAL INFORMATION

- Technical Skills: Marketing Campaigns, Social Media Management / Ads, Visual Design, Audiovisual Production, Adobe Creative Suite.
- Certifications: Social Media Specialist from Crehana (2021), From Business Goal to Creative Strategy from Meta (2022), Create for a Mobile World from Meta (2022), Facebook Ads from Crehana (2022), Digital Marketing Foundations from Google (2022), Web Development I and II from Google (2022), Responsive web design from FreeCodeCamp (2022)