

## Multimedia Content Creator

### **CRISTIAN ESTRADA**

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### Summary:

As a Multimedia Content Creator with 10 years of experience, I am skilled in creating high-quality graphics, illustrations, and multimedia content for a range of marketing channels, including social media, email marketing, and website. I am passionate about producing high-quality video content, including corporate videos, product demonstrations, customer testimonials, event coverage, and social media content. I have a Bachelor's degree in Marketing and previous experience in a B2B environment. I am proficient in design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, and After Effects), DaVinci Resolve, and Microsoft Office Suite.

### Professional Experience:

#### **Freelance Content Creator**

- Estrada Creative. Dubai, UAE [September 2021]– [Present]

- Content creation on demand for social media platforms.
- Specialized in product photography/ videography.
- Adventure & Lifestyle content for clients in Finland, Mexico, UAE, and Kuwait.

#### **Content Creator & Social Media Marketing Specialist**

-Jeepers Edition Dubai, UAE [September 2020]– [September 2021]

- Responsible for the content creation for the brand's web platforms
- Responsible for the social media marketing strategy
- Monitor website and social media metrics,
- Attend to reader comments.
- Oversee the brand's creative design for digital and print media.
- Develop and execute visual brand identity guidelines
- Collaborated with the marketing team to develop creative briefs, design concepts, and content ideas that support marketing campaigns.

Achievements: Organically increased their social media followers by more than 50% in less than a year. Successful implementation of the re-branding of the company.

## **Videographer**

-One Heart Events. Dubai, UAE. [January 2018]– [December 2019]

- Produce high-quality video content
- (Corporate videos product demonstrations, customer testimonials, event coverage, and social media content).
- Responsible for the maintenance of cameras, lighting, and audio equipment.

## **Content Creator & Social Media Marketing Specialist**

-Maria Bonita Taco Shop & Mexican Grill. Dubai, UAE. [September 2017]– [December 2018]

- Create high-quality graphics, illustrations, and multimedia content for a range of marketing channels, including social media, email marketing, and website.
- Collaborate with the marketing team to develop creative briefs, storyboards, and scripts for video projects.
- Produce high-quality video content
- (Corporate videos, product demonstrations, customer testimonials, event coverage, and social media content).

## **Education:**

### **Bachelor's degree in marketing (2023)**

UVEG Guanajuato, Mexico.

### **Associate degree in administration (2009)**

CECyTEM Toluca, Mexico.

## **Skills:**

Product photography, video production, graphic design, marketing, community management, social media administration. content creation, advertising campaigns.

## **Certifications:**

### **DaVinci Resolve: Advanced Editing Certified End User (2019)**

Blackmagic Design. Certificate Code 68C3-360E-E74A-4B22

### **DaVinci Resolve: Color Correction Certified End User (2019)**

Blackmagic Design. Certificate Code 31C9-64B4-36F6-48B7

### **TV Camera Operator (Diploma, 2015)**

Training Center for Industrial Work # 108 Mexico City. Mexico

### **TV Studio Lightening Operator (Diploma, 2015)**

Training Center for Industrial Work # 108 Mexico City. Mexico

**Portfolio & Case Study:** <https://tinyurl.com/2rnzfpdf>