



Raúl Arce

Communication Specialist

I work with several brands, organizations and individuals to create amazing things in form of communicative pieces:

Branded content for international companies, marketing strategies, music festival curatorship, tons of interviews with international talent and even films!

I'm totally into sharing stuff like music, books, stories, trends and things that make the world an interesting place.

CDMX

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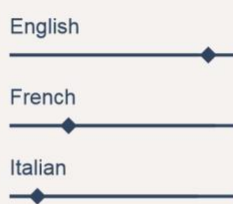
raularce.com



Hard Skills



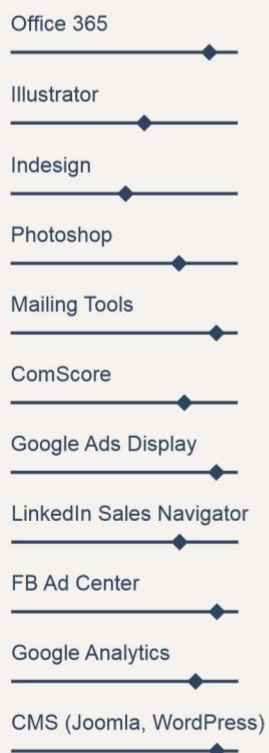
Languages



Personal Skills



Software & Digital Tools



Achievements

- Over **150K Visitors** at ginxti.com
- **25% of internet market share** within benefits industry in MX.
- **4.5 million views** on YouTube "Lo mejor de Corona Capital".
- **Attendance over 5,000 people** during GINxti Congress at Expo Santa Fe.
- **More than 150 published interviews** with Grammy Award Winners such as Moby, Muse, Phoenix and Beck, among others.

Education

- 2007 - 2011** Universidad del Valle de México. B.S. Journalism and Mass Communication.
- 2002 - 2006** British Council. Academic English & Translation.
- 2006 - 2007** British Council. Cambridge Examinations Training Course.
- 2007** Cambridge University ESOL Examination FCE Certificate.
- 2010** Development Strategic Business Abilities (SBA).

International Experience



Professional Background



Technoglobal Inc. January 2021 - (US)
Marketing Manager Sweven

- Negotiation with international clients
- Digital Media Content Curatorship.
- Review Platform management (Capterra, SourceForge, AWS Marketplace)
- Press Releases
- Website UX supervision
- PR direction
- AWS Marketplace account management
- Lead Generation Management with CRM Tools (Hubspot, Octopus)
- Commercial prospection with Sales Navigator



GINgroup June 2017 - December 2020 (Mx, Col)
Head of Marketing GINxti

- Positioning strategies.
- Team management (designers, CM's, audiovisual editors).
- Press releases.
- Web content.
- PR.
- Supervision of digital strategies.
- Event logistics.
- Audiovisual Producer.
- ATL/BTL/TTL.



Wake Media Mx January 2016 - June 2017 (Mx)
Editorial Producer

- Editorial curatorship.
- Production coordination.
- Talent management.
- Digital strategy consultant.
- Post-production supervision.
- Commercial development.
- PR.



Cerveza Sol February 2015 - December 2015 (Mx)
Project Manager "Héroes Locales"

- Talent Management.
- PR.
- Broadcasting licensing.
- Customer briefing.
- Post-Production coordinator.
- Talent Booking.
- Cross-agency collaboration.



Univision January 2014 - January 2015 (US)
Producer "Es Music Time" (Regional Mexican)

- Script for TV show (Univision US, Bandamax US.)
- PR.
- Interviews.
- Booking.
- Videotape compiler.
- Director.
- News editor.



Grupo Sentido October 2013 - May 2015 (Mx)
Project Manager "Corona Music"

- Events coverage.
- Audiovisual production.
- Corona News web editor.
- Social media consultant.
- PR.
- Interviews international talent.
- Booking.



Warp Magazine July 2012 - December 2019 (Mx)
Music Journalist (Freelance Collaborator)

- Style correction in English.
- Translation.
- Interviews with international talent.
- Albums reviewing.
- Accreditations for events.
- International concerts and festivals coverage.



Sony Ent. TV July 2011 - September 2013 (Mx, Br)
Editorial Producer

- Script for TV show (Sony Spin)
- PR.
- Post-production coordinator.
- Editorial coordinator of gamebox.la
- Community management.