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RODRIGO ORTEGA

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EDUCATION

Simon Fraser University

[Vancouver, Canada | 2007 - 2011]

Bachelor of Arts - Interactive Arts and Technology

Academia Británica Cuscatleca

[San Salvador, El Salvador | 2004 - 2007]

International Baccalaureate (I.B)

International Graduate Certificate for Secondary Education (I.G.C.S.E)

WORK EXPERIENCE

Traffic Outdoor Media [San Salvador, El Salvador | Present]

Key Account Manager (Supervisor Alexandra Castro)

Manage the key accounts in order to commercialize the company's products. Direct contact with the main advertising agencies in El Salvador, in order to advise the best out of home solutions for their brands. Increase the existing client base. Ensure long term relationships with clients.

Traffic Outdoor Media [San Salvador, El Salvador | Present]

Design and Development Manager (Supervisor Alexandra Castro)

I was in charge of the design team, which consists of myself and a graphic designer under my supervision. We were responsible of the creation and proposal of out of home strategies for our clients. Manage the social media pages for the company. I was also responsible of the operational side of the company, which included structure maintenance, scheduling for billboard printing times and troubleshooting for the digital billboards. Maintain strategic alliances with other media outlets, radio stations and local newspapers in order to help in our business growth and evolution of the out of home trends.

Avianca Holdings [San Salvador, El Salvador | May 2016 - August 2017]

Change Management Coordinator (Supervisor Nestor Guzman)

I led the internal communications for a project called Integra (formerly known as Be One). This project consisted on the migration of the ERP (Enterprise Resource Planning) for the finance and human resources sectors for the companies Avianca, Taca International and Aerogal. I was responsible of proposing, planning and executing all of the tasks required for a successful internal communication throughout the project. Some of these tasks included mass email marketing, event planning, video production and campaign launches.

Mashup Media [San Salvador, El Salvador | November 2015 - April 2016]

Commercial Director and Co-founder

Mashup Media was an advertising company founded by another partner and myself. The company consisted of renting digital roll up banners for events. I was responsible of managing the commercial and operational sides of the company. On the commercial side I handled the relationships with clients and commercialization of our products. On the operational side I was responsible of organizing the logistics for the events programmed for our clients, troubleshooting of the roll up banners and creation of the media to be played on them.

Viva Outdoor - Arte Comercial S.A. de C.V. [San Salvador, El Salvador | April 2013 - October 2015]

Digital Out of Home Strategist (Supervisor Jaime Orellana)

In charge of the digital billboards for the company. Programming and scheduling of media. Proposals and design of digital out of home strategies for our clients.

LEADERSHIP

Diploma in Digital Advertising - ECMH [San Salvador, El Salvador | 2019]

Participant at the New Forms Festival - Pixloop Exhibition [Vancouver, Canada | 2011]

Habitat for Humanity member [San Salvador, El Salvador | 2005 - 2007]

Harvard Model United Nations [Cambridge, MA, USA | 2006]

ABILITIES

Software

Adobe (Photoshop, InDesign, Illustrator, After Effects, Dreamweaver, Premiere)

Microsoft Office, Autodesk Maya, Final Cut Pro X, Oracle (ERP)

Programming Languages

Java Basic, Basic HTML

Languages

English(Advanced) | Spanish(Native)