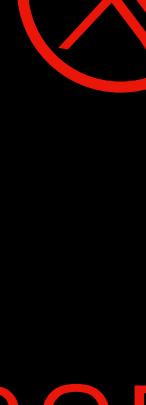


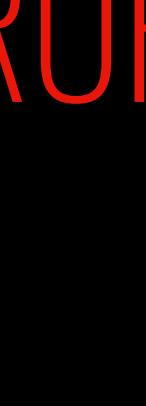
EDUARDO PIZANA



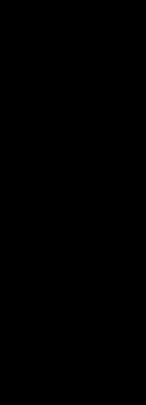
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St. Catharines, Ontario | CA.



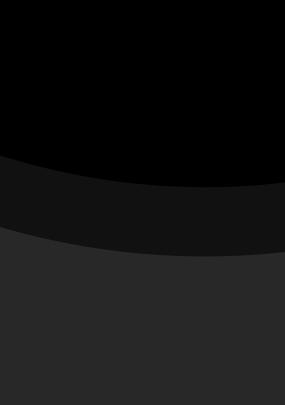
pizagna@octo.media



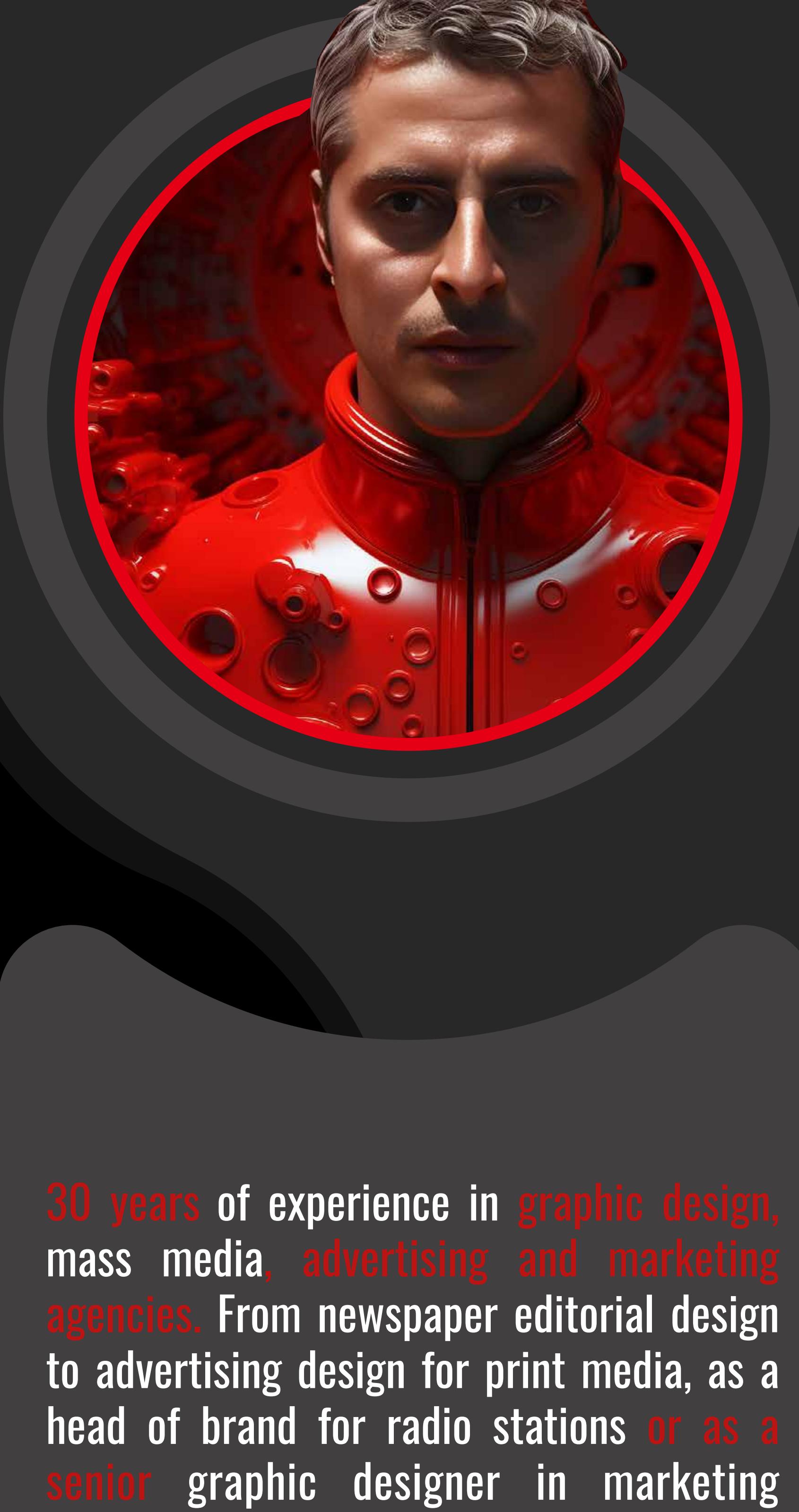
437 235 4038



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PROFESSIONAL SKILLS

- Social Media Design
- Editorial Design
- Audiovisual Design
- Adobe Creative Suite
- Project Manager
- Script Creation
- Team Manager
- Community Manager
- Storytelling Creation
- Mass media Specialist
- Mass media Marketing
- Market Analysis & Research
- Social Media Analytics
- Urban Advertising

30 years of experience in graphic design, mass media, advertising and marketing agencies. From newspaper editorial design to advertising design for print media, as a head of brand for radio stations or as a senior graphic designer in marketing agencies.

With strong creative skills in advertising, printing, radio and television specialized in the last decades in digital marketing and social media promotion.

1994

Graphic & Editorial Designer

La Unión de Morelos

Advertising graphic designer & editorial designer for statewide newspaper

2000

Head of Brand

Factor 100 - Radio

Multimedia Designer and website development.

SOFTWARE SKILLS

Ai

90%

Ps

85%

Id

75%

Pr

80%

Ae

80%

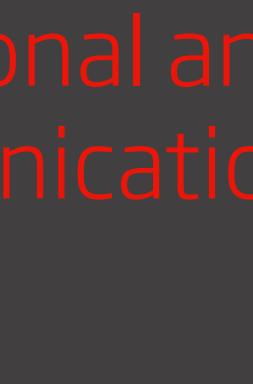
An

80%

Dw

75%

ACADEMIC INSTRUCTION



2005 - 2009 | MEXICO

Instituto Universitari Angloamericano

Degree in International Marketing.

1999 - 2003 | MEXICO

Universidad Americana de Morelos

Degree in Communication Sciences

2013

Community Manager

Morelos State Congress

Designed decards, infographics and Multimedia producer.

2014

Community Manager

Federal Government of Mexico.

Project management, head of the brand, photographer, video producer and journalistic notes & Website Development

2016 - 2019

National Coordination of Community Managers.

CAPITAL MEDIA

Responsible for designing and executing the national and local digital communication

2010

Webmaster & Graphic Designer

Rock 101 - Radio

Online streaming development

Website Designer.

2005

Head of Brand

VYM & Numero K

Multimedia Designer, Website Designer, Template Designer

2007

Multimedia Producer

ROC International Business

Multimedia designer for spot production for brands in Mexico and in the United States.

2018

Digital Marketing Advisor

National digital coordination in the political campaign for governor of the state of Morelos, MX.

2021 - 2023

Freelancer

Social Media Content Creation

OCTO.MEDIA

Content creation for Toronto entrepreneurs during the 2020 to 2022 pandemic.

2021 - 2023

PRESENTATIONS TALK

Sustainable Marketing for Entrepreneurs

Conference at Universidad del Valle de México

Morelos - Sep. 2012

Online Radio and Marketing in Social Media

Conference in Regional Center for Multidisciplinary Research, UNAM

Mexico - Aug. 2013

Alternative Mass-Media: Broadcast and Streaming for online Radio

Conference in Festival Cervantino, Leon Guanajuato.

Mexico - Oct - 2013

Behavior analysis and trend in social networks

Conference at Museo de la Antropología e Historia

Mexico City - July 2014

New Communication Technologies

Conference for Women Congress candidates 2018

Mexico City - December 2017

The Digital Ecosystem, ABC of Digital Marketing

Conference for Women in Mexico Congress

Mexico City - January 2018

WORLDWIDE REFERENCES AVAILABLE UPON REQUEST