

EDUARDO PIZANA

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@Pizagna



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

1996

Head of Brand Factor 100 - Radio

Multimedia Designer and website development.

2000

Head of Brand Radio UAEM

Multimedia Designer, website development and broadcasting online creation

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.

2013

Community Manager

Morelos State Congress

Designed ecards, infographics and Multimedia producer.

2010

Webmaster & Graphic Designer

Rock 101 - Radio

Online streaming development Website Designer.

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

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.

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 Escuela Nacional de 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
México City - January 2018

WORLDWIDE REFERENCES AVAILABLE UPON REQUEST

ACADEMIC INSTRUCTION

2005 - 2009 | MEXICO
Instituto Universitario Angloamericano
Degree in International Marketing.
1999 - 2003 | MEXICO
Universidad Americana de Morelos
Degree in Communication Sciences

LANGUAGES COMUNICATION

Spanish 100%
English 70%