

ANDRÉS GONZÁLEZ

Visual Communicator & Media Project Producer

CONTACT

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EDUCATION

UNIVERSIDAD CATÓLICA
ANDRÉS BELLO
Caracas, Venezuela
2011 - 2016

Bachelor's in Audiovisual
Communication.

SKILLS

Web design
Wordpress & WooCommerce
Wix
Production
Photo & video
Adobe Photoshop
Adobe Premiere
Spark Studio
Social Media Marketing
Content Creation
Spanish (native)
English (advance)

WORK EXPERIENCE

THE BAGCHIVE

Project Manager - Webmaster - Art Director

JUL 2022 / PRESENT

- Co-created and developed the brand identity.
- Completed web design and WooCommerce integration.
- Produced, created and managed all digital, social media, and web design elements.
- Produced and edited all media content (photo & video) for use in e-commerce and social media.

HYDRANGEA OFFICIAL

Webmaster - Media Manager

JAN 2019 / PRESENT

- Completed web design and WooCommerce integration.
- Edited and adapted all digital, social media, and web design elements.
- Created short video looks and edits for social media content.

GRECHO

Project Manager - Webmaster - Art Director

MAR 2021 / DEC 2021

- Organized, produced and executed the E-commerce launch.
- Web design, WooCommerce integration and web maintenance.
- Produced, managed and executed all media ideas for e-commerce, social media, and website use.
- Customer service and sales.

“YA NO ESCUCHO LA RISA”

Project Manager - Producer

MAY 2020 / OCT 2020

- Co-created and developed the project idea.
- Produced, co-wrote, edited and distributed in all platforms (YouTube, Spotify, Apple Podcast) complete first season (16 episodes).
- Designed all graphics and social media content.
- Copywriter.

MEDIABIKE

Social Media Manager

JAN 2017 / MAY 2020

- Created Facebook and Instagram content.
- Web Content Management: update photos, resources, and collaborated as blog content writer.
- Assisted in creating the graphic design for ads in Meta and website banners.
- Created ads in Meta platforms for different target audiences.
- In charge of customer service on media.

INTERACTIVA DIGITAL AGENCY

Community Manager Senior

JAN 2013 / DEC 2015

- Created Facebook and Instagram content.
- Collaborated as content creator for blog posts.