

Gerardo Sánchez Álvarez

Marketing, Communication, and
Multimedia Production Specialist



CONTACT



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www.gerardo-sanchez.com

EDUCATION

Bachelor's Degree in
Communication and Digital Media,
Tecnológico de Monterrey

2009 - 2014

Digital Marketing Diploma,
Universidad TecMilenio

2023

SKILLS

Campaign Strategy & Execution
Digital Marketing & Social Media
Management
Content Creation & Multimedia
Production
Brand Positioning and Public Relations
Analytical Reasoning and Data-Driven
Decision-Making
Project Management & Team
Collaboration

LANGUAGES

Spanish (Native)
English (Professional Proficiency)
French (Basic Intermediate)

REFERENCE

FERNANDA CASAS

Member and Engagement Representative,
IAAPA Latin America, Caribbean

Phone: +52 55 4368 7381

Email: fcasas@iaapa.org

ABOUT ME

Dynamic marketing professional with 8+ years of experience in integrated marketing, communications, and multimedia production. Proven track record of crafting and executing impactful campaigns that boost brand visibility, drive engagement, and achieve measurable business results. Expertise in digital marketing, public relations, and strategic content creation.

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EXPERIENCE

Membership Marketing and Communication Manager,

IAAPA Latin America & Caribbean

2022 - 2024

- Develop and execute marketing and communication strategies to promote regional events and programs.
- Lead the creation of advertising, digital marketing, and public relations campaigns, driving visibility across Latin America.
- Manage social media presence and produce high-quality content that increases engagement and membership participation.
- Collaborate with cross-functional teams to ensure consistent branding and messaging across all channels.

Multimedia Producer,

Minoma

2016 - 2022

- Produced digital content, including video, photography, and graphic design, to strengthen clients' corporate and commercial digital presence.
- Independently managed end-to-end audiovisual projects, ensuring timely delivery and alignment with client goals.
- Built and maintained strong client relationships, resulting in repeat business and referrals.

Communication Manager,

LS Asesores

2015 - 2017

- Designed and executed marketing campaigns, including newsletters, blogs, and social media content, to enhance brand awareness.
- Coordinated promotional activities to align with corporate objectives and increase audience engagement.

TV Producer,

Rockanfella

2014 - 2015

- Produced shows for E! Entertainment Latin America, including popular programs such as Zona Trendy and Coffee Break.
- This role allowed me to manage high-pressure productions and create content that resonated with diverse audiences across the region.