

JOSÉ MICHACA

art director/copywriter/ digital marketer

José Francisco Michaca Pineda
22/05/1984
Born in México/Living in Toronto
Single

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Education



Marketing school
UPAEP University - 2 semesters
Puebla, México 2002

Advertising and design production
Bachelor degree
UPAEP University
Puebla, México 2008

Copywriting creative advertising diploma
UPAEP University
Puebla, México 2009

Specialty of creative advertising direction
BROTHER creative school
Buenos Aires, Argentina 2010

Advertising and digital creative strategy
Post graduate program certificate
Centennial College
Toronto, Canada 2017-2018

Professional Experience



Digital Marketing Manager
Mistertennis group (Sporting goods Retailer)
Web/Social media/E-mail MKT/Advertising Direction
September 2010-December 2016
Puebla, México

Digital Marketing & Social media manager
Terranova Digital
Own business

Interests



Languages

SP Native **EN** Adv **FR** Beg

Software Management

DESIGN/AUDIO/VIDEO

Photoshop 80%

Illustrator 70%

Final cut pro 85%

Motion 70%

Sound forge 80%

Sony Vegas 85%

Imovie 90%

WEB/SOCIAL MEDIA

FB analytics 85%

FB ads manager 85%

Google Analytics 85%

Socialbakers 75%

Hootsuite 80%

Crowdboost 75%

Klout 80%