

JOSE MICHACA

Creative & Digital Marketer

Jose Francisco Michaca Pineda
22/05/1984
Toronto, ON.

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Education



Marketing school
UPAEP University - 2 semesters
Puebla, México 2002

Advertising And Design Production
Bachelor degree
UPAEP University
Puebla, Mexico 2008

Copywriting Creative Advertising
Diploma UPAEP University
Puebla, Mexico 2009

Creativity (Art Direction and Copywriting)
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)
September 2010-December 2016
Puebla, Mexico

Online Marketing Manager
CPA4IT Professional Corporation
March 2018 (Still employed)
Toronto, ON

Interests



Courses & Awards



2nd Place Creative Direction
Brother creative school
Buenos Aires, Argentina 2010

3rd Place Advertising Addicts symposium
University ITESM campus MTY 2010
Monterrey, Mexico

Social Media & Web marketing seminar 2011
Katedra Group
Mexico City

Web app marketing seminar 2011
Katedra Group
Mexico City

Digital Metrics seminar 2011
Katedra Group
México City

BTL Below the Line advertising seminar 2011
Katedra Group
Mexico City

Boost with Facebook Toronto 2019
Facebook

Adworld 2021
Adworldconf.com

Languages

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

Software Management

DESIGN/AUDIO/VIDEO/WEB/SOCIAL

Photoshop 95%



Illustrator 85%



Final cut pro 95%



Wordpress 85%



Wix 90%



Shopify 80%



Adobe Audition 75%



Meta Business 90%



Eventbrite 90%



Google Ads & Analytics 85%



Keap (CRM) 80%



Thinkific 85%



Canva 90%



Zapier 75%

