

Fernando Pérez R.

DIGITAL CREATIVE



 [in/fernando-perez-reyes/](https://www.linkedin.com/in/fernando-perez-reyes/)

 [Fernandocreativodigital](https://www.instagram.com/Fernandocreativodigital)

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LET'S TALK

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fperezrdesigner@gmail.com



Presentation

I am a Chilean professional with over 20 years of experience in graphic design, advertising, content creation, and digital marketing. I have a strong background in communication strategies, particularly in dynamic and competitive sectors.

My experience includes managing communications, audiovisual production, motion graphics, social media, and graphic design, with a focus on strategic planning, problem-solving, and adaptability to demanding work environments. I excel in working under pressure, maintaining flexibility, and providing creative and innovative solutions.

I am highly motivated to contribute to the positioning and growth of brands in the digital space, helping companies stand out in competitive markets. I am seeking an opportunity in the United States under an H1B1 work visa, where I can apply my skills to enhance strategic communication and strengthen connections with key audiences.

ESTUDIOS

Diploma in Digital Marketing,
taught by AIEP - Eclass **2022**

Motion Graphics DGM Course **2020**

Adobe Premiere Course - Domestika **2019**

Motion Graphics Diploma Duoc UC **2018**

Professional Title: Advertising Graphic Design
Aiep Andres Bello **2001
1998**



Skills:

- Digital Marketing
- Integrated Communications
- Social networks
- BTL Advertising
- Graphic Design
- Motion Graphics
- Organization and Planning
- Troubleshooting
- Teamwork
- Adaptability
- Creativity and Innovation

Language: English Basic

EXPERIENCE

2023
2024

Digital Marketing Manager Nunez Diaz & Elorza MiamiFL, USA
in-person VISA H1B1 modality www.abogadodevisas.com

2021
2022

Communications & Marketing Leader, at Accuhealth Chile - Brazil
[/www.accuhealth.cl](http://www.accuhealth.cl)
Reference: Francisco Cifuentes +56 9 6647 5811 (General Manager)

2020
2017

Communications Manager, at OTIC Proforma Reference: Claudio Muñoz - +56 944802576 (Former New Business and Communications Manager)

2015
a la fecha

Communications Manager, Rented, Rancagua Firefighters Reference: Juan Carlos Field, Former Rancagua Firefighters Superintendent - Current National President / +56 966592560

2013
2014

Head of Dissemination and Communications at the CFI Chilean French Industry Training Center
Reference: Ingrid Cardenas +56948444789 (Former Deputy Director of Rancagua Headquarters)

2013
2005

Graphic Designer and Photographer in the Department of Communications of the Municipality of Rancagua.
References: Cristian Aranguiz +56 974461423
(Former Head of Communications and PR of the Municipality of City of Rancagua.)

2004
2005

Public Relations and Communications at CORFO Region of O`Higgins
Reference: Carlos Muñoz Parra, Director of the time
<https://www.linkedin.com/in/carlos-muñoz-parra-b8610631/>

2001
a la Fecha

Free Lance designer, founder of Ideazone Agency www.ideazone.cl
Reference: (Client) Cristian Subicueta - Client +56995746293 CTS Group Manager



CEO Graphic Spots Advertising Communications
Media Manager Motion Web
Brand eLearning Creation
Grower Inbound Reporter SEM
Marketing Designer Creative
CRM Cameraman Editor Filmmaker Photographer
Capsules Usage Mailchimp Social
Capabilities Editing Mentoring HubSpot Podcast Video

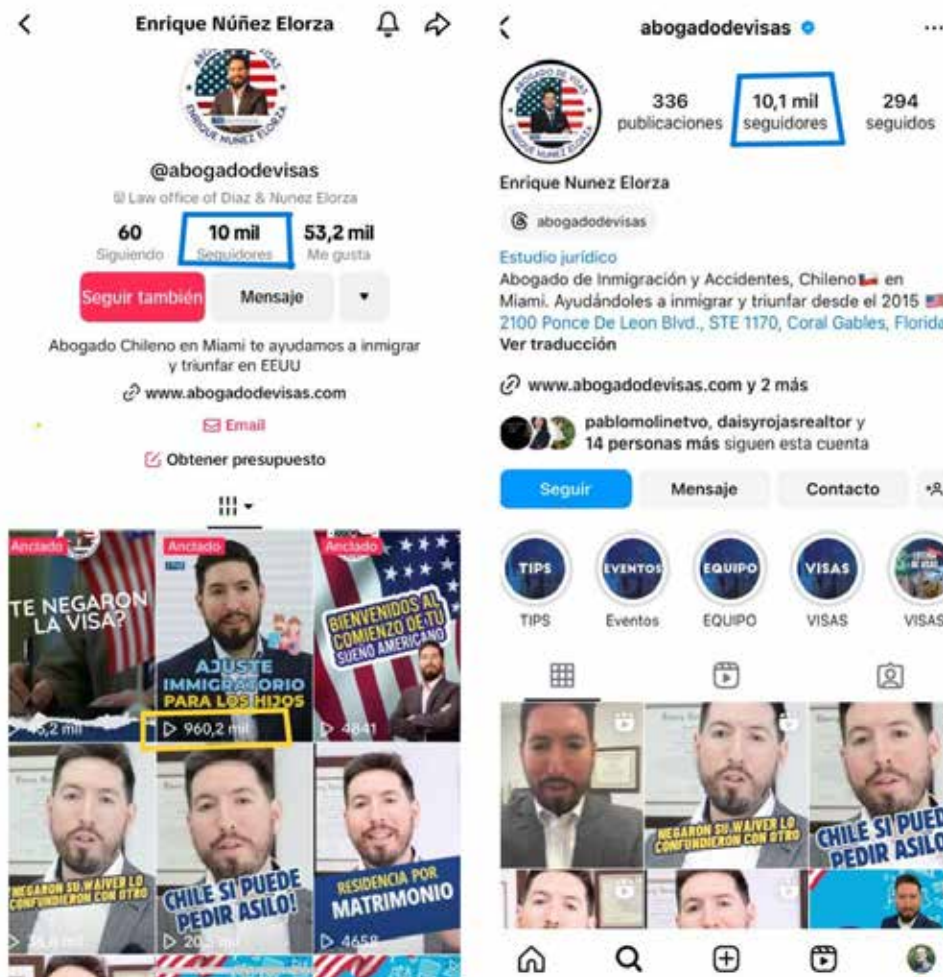


A PROFESSIONAL FOR MULTIPLE ROLES

In 2023, I worked for 1 year and 3 months at a law firm in the United States under an H1B1 visa, in Coral Gables, Miami, Florida. During this time, I developed their digital presence, created high-impact content, and enhanced their connection with the Latino audience. This experience allowed me to understand the needs of the legal sector and how content strategies can help a firm stand out in a highly competitive market.

I was able to grow professionally and effectively meet the objectives set. Among my notable achievements was a significant increase in leads and followers on the firm's digital platforms. For instance, the Instagram account grew from just over 3,000 followers to 10,100, while on TikTok—where there were initially few videos and low engagement—the account surpassed 10,000 followers, significantly increasing its reach and audience interaction.

These results are supported by the testimonial of my former boss, who left a recommendation on my LinkedIn profile highlighting the positive impact of my work on the firm's digital growth and positioning.





"HOW DID I DO IT?"

My strategy to achieve these results was based on planned and consistent actions. The key highlights include the following:

Production and publication of engaging content:

I ensured to film videos with the attorney at least twice a week, producing enough material to create reels, stories, and posts. This allowed for a consistent schedule, publishing one video daily across various platforms like Instagram and YouTube.

The consistency in posting helped algorithms recognize our accounts as attractive and relevant, which significantly increased organic reach.

Creation of calls-to-action and downloadable resources:

I designed downloadable eBooks that served as lead generation tools, attracting prospects interested in our services. I implemented specific posts on Instagram and TikTok with clear and persuasive messages that encouraged interaction.

Email marketing strategies:

I sent emails to our databases with updates, offers, and online events like webinars, keeping subscribers engaged and attracting new prospects. Additionally, I sent videos and information to our existing and potential clients.

Online advertising management:

I planned and executed advertising campaigns focused on promoting online events and key activities of the firm, such as webinars and live sessions. I also reshared content in Miami-related Facebook groups, like "Chilenos en Miami" and "Latinos en Miami."

Webmaster and web design:

I worked on creating and maintaining websites, including specific landing pages for campaigns and the firm's main website.

Professional photography:

I captured professional photos for events and for the attorney's portfolio.

Throughout the process, I applied my skills in graphic design, audiovisual production, video editing, and website management as a webmaster on platforms like Nicepage and WordPress. Additionally, my primary role as a videographer was the key qualification that enabled the approval of my work visa.



**View recommendation
on LinkedIn
from my former boss at
Law Office of Diaz
& Nunez Elorza**



RECOMMENDATION ON LINKEDIN LAST BOSS



Buscar



Inicio



Mi red



Empleos



Mensajes



Notificación 15



Fernando Pérez Reyes

Creative & Media | Content Creator | Designer | Video Production | Digital Marketing | Conversion Funnels | Corporate Branding | ...



Enrique Nuñez Elorza · 1er

Founding Partner at Law Office of Diaz & Nunez Elorza

28 de abril de 2024, Enrique supervisaba directamente a Fernando

Me complace enormemente recomendar a Fernando Pérez Reyes como editor de video y diseñador gráfico. Durante el período de marzo de 2023 a abril de 2024, Fernando fue parte fundamental de nuestro equipo creativo y jugó un papel clave en el crecimiento exponencial de nuestra presencia en redes sociales.

Fernando demostró ser un profesional excepcionalmente versátil y eficiente, capaz de manejar múltiples tareas con rapidez y eficacia. Su habilidad para adaptarse a diferentes plataformas y estilos de contenido fue imprescindible para nuestro éxito. Bajo su influencia creativa, nuestra marca experimentó un crecimiento del 90% en Instagram y un sorprendente 1200% en TikTok, cifras que hablan por sí mismas del impacto de su trabajo.

Además de su capacidad para producir contenido de alta calidad a gran velocidad, Fernando mostró una habilidad admirable para trabajar en diversos proyectos simultáneamente, manteniendo siempre una actitud proactiva y orientada a resultados. Su compromiso con el cumplimiento de los plazos y su habilidad para colaborar efectivamente con otros departamentos fueron fundamentales para el avance y la cohesión de nuestros proyectos.

Sin duda, Fernando sería una valiosa adición a cualquier equipo, aportando no solo su habilidad técnica, sino también un enfoque creativo que impulsa la visibilidad y el engagement en cualquier plataforma digital. Recomiendo a Fernando Pérez Reyes sin reservas para cualquier posición que aspire a ocupar, confiado en que continuará siendo un profesional destacado en el campo del diseño gráfico y la edición de video.

I am delighted to highly recommend Fernando Pérez Reyes as a video editor and graphic designer. During the period from March 2023 to April 2024, Fernando was a fundamental part of our creative team and played a key role in the exponential growth of our presence on social media.

Fernando proved to be an exceptionally versatile and efficient professional, capable of managing multiple tasks quickly and effectively. His ability to adapt to different platforms and content styles was essential to our success. Under his creative influence, our brand experienced a 90% growth on Instagram and an astounding 1200% on TikTok—figures that speak for themselves about the impact of his work.

In addition to his ability to produce high-quality content at great speed, Fernando demonstrated an admirable skill for working on diverse projects simultaneously while maintaining a proactive, results-oriented attitude. His commitment to meeting deadlines and his ability to collaborate effectively with other departments were crucial for the progress and cohesion of our projects.

Without a doubt, Fernando would be a valuable addition to any team, contributing not only his technical skills but also a creative approach that boosts visibility and engagement on any digital platform. I highly recommend Fernando Pérez Reyes for any position requiring creativity, dedication, and outstanding professionalism in the field of design and video production.

EXAMPLES OF MY WORK

DNE

OPCIONES DE VISAS PARA ESTADOS UNIDOS

Junto al Abogado Experto en Inmigración:
Enrique Nunez Elorza
The Law Office of Diaz & Nunez Elorza

f LIVE

LAS VISAS + RAPIDAS DE APLICAR

DNE
LA OFICINA DE DIAZ & NUNEZ ELORZA

H2B

REVISA ESTE LINK PARA VER OFERTAS LABORALES DE VISA H2B

<https://www.dhs.gov/agencies/ota/foreign-labor/contact>

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f www.abogadodevisas.com

PUEDEN NEGAR TU VISA DE TURISMO

NO HAGAS ESTO! STOP

DNE
DIAZ & NUNEZ ELORZA

www.abogadodevisas.com

¿PUEDO APLICAR A UN ASILO SI LLEVO MAS DE 1 AÑO EN USA?

DNE

VISA DE ESTUDIO

PASOS PARA APLICAR A UNA VISA F1

PRIMERO TIENES QUE OPTAR CON TU VISA F1 A UNA INSTITUCION ACADEMICA ACREDITADA, PUEDES AVERIGUAR DONDE ESTUDIAR EN EL SIGUIENTE LINK:

<https://educationusa.state.gov/>

f www.abogadodevisas.com

LIVE YOUTUBE f LIVE

OPCIONES DE VISAS PARA ESTADOS UNIDOS

WEBINAR GRATIS

ENRIQUE NUÑEZ
ABOGADO EN INMIGRACION

18 MAYO | 3:00 PM MIAMI / CHILE

Contáctanos en:
visas@diaznelorza.com
WhatsApp: +1-305-831-3002
www.diaznelorza.com

f www.abogadodevisas.com

BIENVENIDOS AL COMIENZO DE TU SUENO AMERICANO

DNE
DIAZ & NUNEZ ELORZA

PRONTO COMING SOON

ABOGADO DE VISAS "EL PODCAST"

DNE
DIAZ & NUNEZ ELORZA

¿CÓMO VENIR LEGALMENTE A USA SIN PATROCINADOR?

PARTE 2

DNE

EXAMPLES OF MY WORK AUDIOVISUAL



Scan QR codes to view the videos and Reels created.



Ebooks

WHAT AM I LOOKING FOR?

Primarily, I am seeking a solid job opportunity where my work is valued, as I always perform my tasks with dedication and commitment. I aspire to a contract that provides stability for at least 3 to 5 years, including an H1B1 work visa processed through my embassy.

The respective legal payments, such as taxes, health insurance, Social Security contributions, and paid vacation time to allow me to travel to my home country to see my family at least every two years, God willing.

My net salary expectation ranges between \$6,500 and \$8,000 per month (\$78,000 to \$96,000 annually), negotiable.

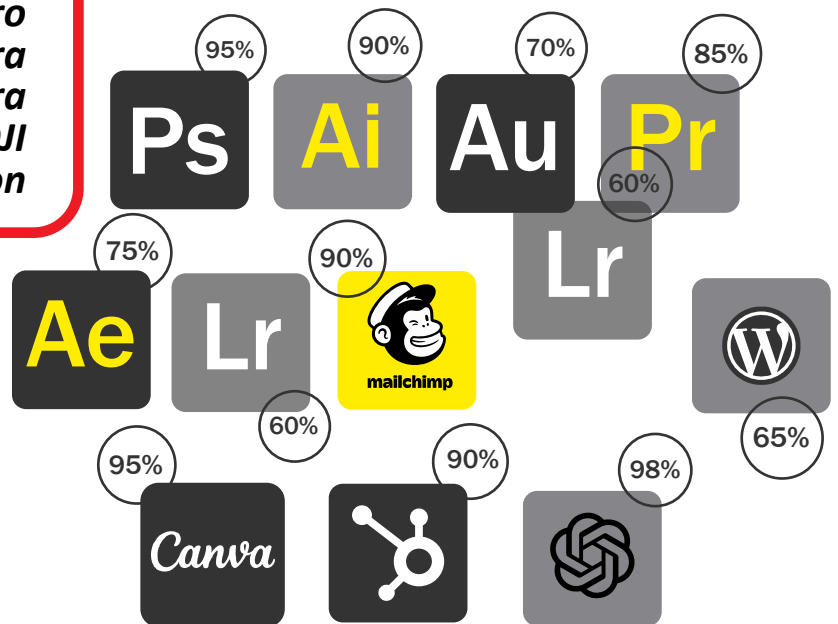
I am available to start immediately, with prior coordination for my relocation to the United States.

I am fully willing to relocate to any state, including Miami-Dade County, Florida. I am open to working Monday through Friday, in an on-site or hybrid modality, with a 40-hour workweek or more, and to make exceptions outside regular working hours if necessary. I am known for my readiness, commitment, and dedication to both my work and my team.

MacBook Pro
Canon T5i Camera
Lumix G100 Camera
Ronin DJI
DJI Osmo Action



MY TOOLS



Photoshop - Illustrator - Audition - Premiere - After Effects - Lightroom - Mailchimp - HubSpot - Wordpress - Caption - Capcut - ChastGPT



Con el respaldo de la
Universidad Andrés Bello

Certificado de Título

Centro de Formación Técnica Instituto AIEP

Decreto Exento N° 27 del 02/02/1982

Instituto AIEP, se certifica que con fecha 10 de Diciembre de 2001-

a Fernando Enrique Pérez Reyes RUT N° 13.503.531-9

le fue otorgado el Título de

Técnico en Diseño Gráfico

siendo aprobado con distinción máxima 6,2 puntos

Panagua, 23 de Diciembre de 2001-


Rector



Certifica que

Fernando Pérez Reyes

Ha dado término a sus estudios, rendido satisfactoriamente las pruebas de acuerdo a los requisitos establecidos y aprobado él

Diplomado en Marketing Digital

Nota final : 6.0

Rodrigo Nuñez Arenas
Secretario General AIEP

Fernando Loyola Sanchez
Director Nacional Desarrollo
Profesional AIEP

Luz María González
Directora General Programas
eClass



DIPLOMA

por cuanto

FERNANDO ENRIQUE PEREZ REYES

ha aprobado el curso

DESARROLLO DE MOTION GRAPHICS EN AFTER EFFECTS

Realizado en el Instituto Profesional DuocUC entre el 10 de octubre y el 09 de noviembre de 2017

Con un total de 39 horas Cronológicas

SEDE EDUCACIÓN CONTINUA

Santiago, Noviembre de 2017

A handwritten signature in black ink, appearing to read "J. J. Jarama".

SECRETARIO GENERAL
Registro N° 125705



Jaime Eyzaguirre 9 - Piso 5
Santiago de Chile
Fono 226 355 931 - www.dgm.cl

DIPLOMA

SE CONFIERE EL PRESENTE
DIPLOMA AL SEÑOR

Fernando Pérez R.

POR SU PARTICIPACION
EN EL CURSO

**Motion Graphics con
Adobe After Effects**

Nivel Intermedio

*36 horas cronológicas
modalidad elearning streaming*

dictado del 20 de Agosto al 22 de Octubre 2020

 DIRECTOR

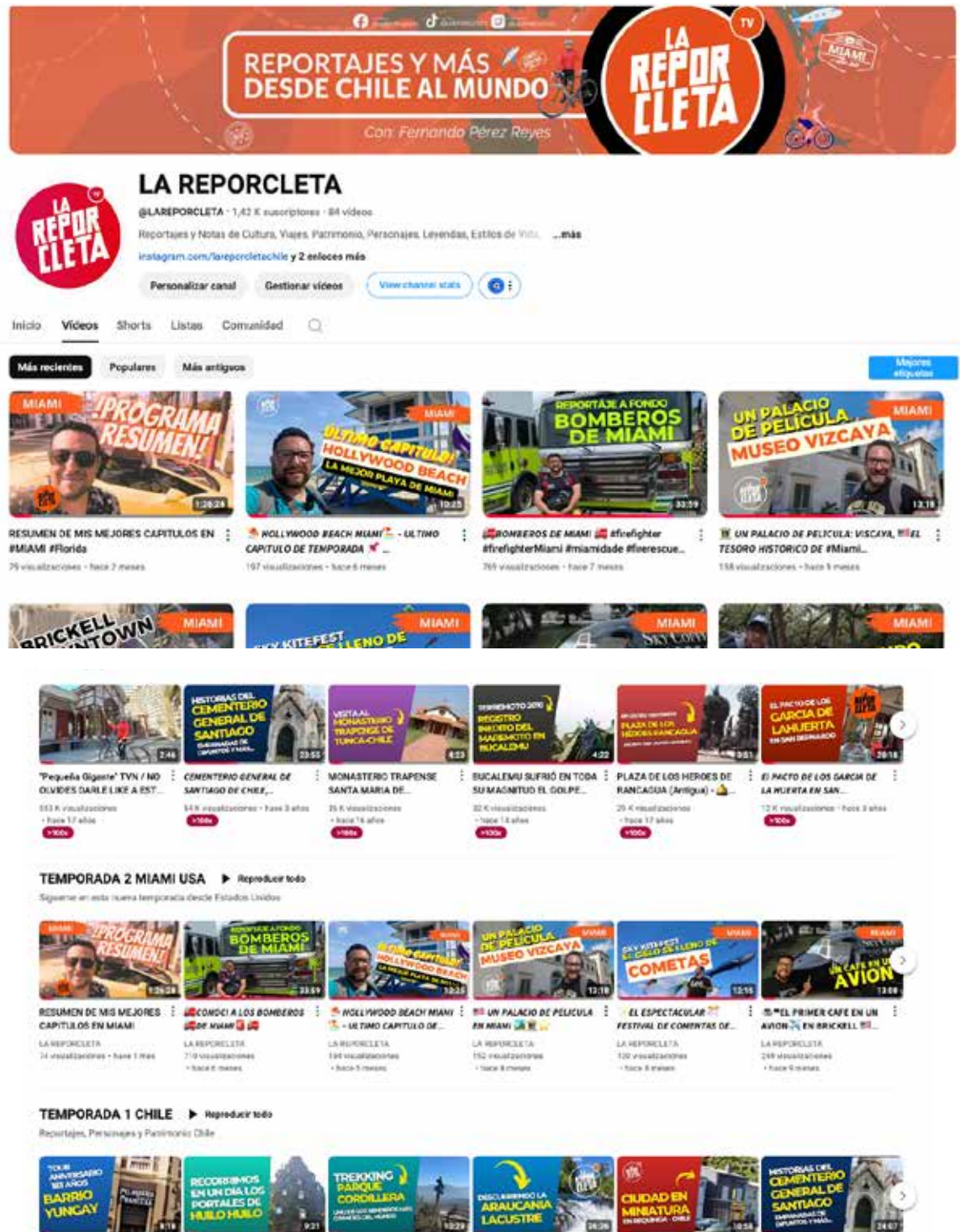
 RELATOR

 ORGANISMO
SENCE
Reg. Nac. 9055-1

Fulvio Barbieri S.

www.dgm.cl

Since 2020, I have managed the YouTube channel in my free time, with more than 1,400 followers and highly viewed videos. I create content in the style of television notes, highlighting the human, historical and tourist heritage of the places I visit. In 2023, I developed a special season in Miami, exploring and documenting unique and incredible sites.



Scan to
see channel

