

Curriculum Vitae

José Antonio Bermúdez González

Date of Birth: June 12th, 1985

Citizenship: Mexican

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Academic History

Bicultural High school:

“Instituto Tecnológico y de Estudios Superiores de Monterrey” Campus Toluca

“Texas Christian University” Fort Worth, TX.

2000-2003

Mechatronics Engineering Foundation Program:

“Instituto Tecnológico y de Estudios Superiores de Monterrey” Campus Toluca

2003-2004

International Media and Entertainment Management:

“NHTV Breda University of Applied Sciences” Breda

2005-2009

Double Specialization Program

Marketing and Imagineering

Media Production Management

Marketing Major Exchange Program

“Northern Arizona University” Flagstaff, AZ.

Spring 2008

Work Experience

www.TheBrokerSite.com

Sales Assistant

January 2009 – Current Job

www.TheGsmSite.com

Sales Assistant

January 2009 – Current Job

Web Design

LemonFlash.com. 2005

Market Researcher

Social Research Lab at Social and Behavioral Sciences NAU. 2008

Scholarly and Professional Work

Buzz Marketing Campaign

“Dusk to Dawn: The Story of Nipu” TV Show

March 2009 – Current Project

Project Manager

Experience Factory Awards 2006-2007.

Project Manager

NHTV Theater: Musical. DVD production. 2006-2007

Creative Staff

Fight Club Film Analysis, Informative DVD. 2005

Creative and Moderator

Panama Communication Plan Proposal, 2006

Last Internship

Corporativo EPESA

Advertising Media, Event management and production. 2007.

Tasks:

- Project Zirq
 - Audiovisual presentation production
 - Event planning
- Project Wazaako
 - Marketing Communication
 - Sponsors
 - Graphic Design
 - Audiovisual presentation production
- PET
 - Advertising media space selling
 - Audiovisual Design

Contact:

Ivan Romero. +52 (55) 2451 3333
Convento de San Diego 59, Jardines de Santa Mónica.
54050 Tlalnepantla, Edo. De México. Mexico

Other Tools

Driver's License (7 years)

Programs:

- AVID HD
- Adobe Creative Suite
- Adobe Audition
- Final Cut Pro
- +Basics (Office, Windows, MacOS, etc.)

Languages:

English and Spanish

European Residence up to and including 2010

American Visa for Business and Tourism up to and including 2012

Personal Interests

- Advertising
- Music Editing
- Movies
- Industrial Design

Extracurricular Activities

- Social Research Lab Staff
- Enzacta Independent Business Owner
- Security and Performance Driving and Reaction in Lerma-Mexico-Toluca, and in Derek Daly Academy, NV.

Professional Competency Matrix: Media and Entertainment Management

Professional Role	Professional Product	Competency
1. Researcher	Interpretation of research data	The graduated media and entertainment manager is able to determine the information need, brief a researcher and critically examine research results.
2. Concept Developer	Experience concept	The graduated media and entertainment manager is able to, as a concept developer in a media and entertainment company, develop a product concept (particularly creative content, e.g. a new programme), which anticipates and responds to trends and developments, is aimed at the target group, is feasible, has an added value for all parties involved, and he/she is able to account for the product's ethical aspects.
3. Entrepreneur	Business plan	The graduated media and entertainment manager is able to, as a starting entrepreneur in the media and entertainment sector, draft and execute a complete, consistent and feasible business plan.
4. Innovator	Product matched with new technology	The graduated media and entertainment manager is able to, as an innovator in a digital media and entertainment environment, prepare a product and/or market development plan which is targeted at the future and which anticipates and responds to the wishes of the target group and the possibilities of new technologies.
5. Consultant	Improvement plan	The graduated media and entertainment manager is able to, as a consultant for a media and entertainment company, draft an improvement plan (or quality improvement plan) at organisational level and demonstrate in this plan that the improvement target will be achieved.
6. Organiser	Media or entertainment product	The graduated media and entertainment manager is able to, as a project / production worker, contribute to the realisation of media and entertainment products.
7. Project manager	Media or entertainment product	The graduated media and entertainment manager is able to, as a project manager, contribute to the realisation of media and entertainment products and, to this end, direct people in creative processes.

8. Budget Holder	Financial report (financial project report)	The graduated media and entertainment manager is able to, as a budget holder (entrepreneur) for a media and entertainment project or company (national and international), draft a financial report (financial project report) which complies with the basic principles of business economics.
9. Negotiator	Contract	The graduated media and entertainment manager is able to, as a negotiator in a media and entertainment company (national or international), negotiate a contract which is attractive, feasible and legally correct for all parties involved.
10. Line Manager	Annual human and material resources plan	The graduated media and entertainment manager is able to, as a line manager in a media and entertainment company, prepare an "annual human and material resources plan" which is in keeping with the company's objectives, which is realistic and feasible, and which fits in with an environment characterised by the management of creative processes.
11. Canvasser / Salesperson	Successful sales	The graduated media and entertainment manager is able to, as a canvasser / salesperson in the (national and international) media and entertainment market, successfully sell a media product or concept to the client and as such, contribute to the realisation of the marketing objectives of a media and entertainment company.
12. Relations Manager	Long-lasting relations with clients, prospects and stakeholders	The graduated media and entertainment manager is able to, as a relations manager for a (national and international) media and entertainment company, build and maintain long-lasting, commercially attractive relations with clients, prospects and stakeholders.

	factory 20-22												
IO01	Industry orientation 1	2		x									x
IO02	Concept development	2		x									
AV01	Audio	3					x	x					
AV02	Video	3					x	x					
AV03	Production	2					x	x					
EL01	Financial management 2	3									x		
EL02	Media legislation 1	3									x		
EL03	Media legislation 2	3									x		
MR01	Marketing 3	3											x
MR02	Marketing 4	3											x
MR03	Communication	3											x
CS01	Reporting skills	2		x									
TVP	Television production	12					x	x					
WPS	Thesis	30	Thesis Program – Current Graduation Project										