

Manuel Otárola

Creative Digital Artist

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Objective

Obtain a position at Art, Design, Animation and Tourism industry where I can apply my knowledge in the fields of Art Direction, Creativity, Animation, Illustration, Digital Design, Publicity and Digital Marketing while leveraging my vast South American (Peru) native and cultural experience and creativity.

Professional Experience

Osinerghmin - Peru Supervisory Board for Investment in Energy and Mining

December 2014 - Present

Web Content Manager Specialist

2014 - Present

- Update the contents of the Osinerghmin portal through the Microsoft SharePoint platform.
- Management and developing of the new Osinerghmin portal in coordination with the Technology Office.
- Design of the digital marketing plan for the launch of the new portal Establishment of guidelines to manage of the content generated by the various managements of Osinerghmin

PromPeru - Peru Tourism Promotion Board

February 2004 - December 2014

Web Content Manager Digital Marketing Specialist

2010 - 2014

- Management of the contents of the official website of Peru's tourism promotion: www.peru.travel also is winner of the best international website of tourism given by the World Travel Awards 2014.
- Coordinated the efforts of a team of specialists charged with content management and updates to the various PromPeru web portals.
- Worked as a liaison between advertising agencies and creative talent on issues of design, editing and production of marketing campaigns.
- Managed the RFP process with advertising firms and creative agencies.
- Developed plans for online marketing campaigns including websites, hot sites, email blasts, banners to increase the identity and penetration of Peruvian exports and tourism outreach.
- Managed the company's Social Media and Social Media Marketing activities including the development of virtual applications.
- Monitored website and Social Media KPI to evaluate effectiveness and make changes as necessary.

Web Designer

2005 - 2009

- Design and maintenance of the following Peruvian tourism website: www.peru.info, www.perubirdingroutes.com, www.peru.travel and www.perumuchogusto.com.
- Design of mini sites, newsletters (Discover Peru), banners, electronic flyers for diverse institutional, national and international events.

Graphic Designer Creative Area

2004 - 2005

- Art Design and Layout, (posters, billboards, stickers, profiles, cards, invitations, etc.).

Photography Audiovisual Archive

2004

- Audiovisual Archive Support; registry and classification of images for PromPeru's photographic database, information support for tour operators, agencies, and the general public. Design of promotional materials (posters, invitations, stickers and CD labels).

Major Freelance Work

ManuArts (Freelance Work)

August 2003 - Present

Designer and Publicist

2008 - Present

- Develop digital communication for small business and companies, projects including: corporate imaging, illustration, websites, portals, banners and social media.

MINEDU (Ministry of Education) and MTPE (Ministry of Work and Employment)

Graphic Designer

2003 - 2004

- Design and Layout: Methodology Guides for 1st and 3rd grades - Integral Communications Dept. Production of promotional materials for the Youth Training Program (PROJOVEN)

Education

Ricardo Palma University
July 2012 to
January 2013

Digital Marketing
Marketing Internet Business Diploma
Courses (eBusiness, eComerce, Analyticycs, Web, etc.)

ISIL - San Ignacio de Loyola Institute
January 2012

Graphic Illustration
Digital illustration with Wacom board using Photoshop, Illustrator and Corel Painter

Toulouse Lautrec - Superior Institute of Communication and Design
October 2004 to
October 2005

Graphic Design
Courses: Photoshop for the Web, ImageReady, Macromedia Flash Mx 2004 and Dreamweaver Mx 2004.

(PUCP) Pontifical Catholic University of Peru
August 1998 to
December 2003
January to August 2011

Publicity
Admitted to the School of Communications Arts and Sciences specializing in Publicity. (Fifth Superior)
Graduate of Communications Arts and Sciences specializing in Publicity
Bachelor of Communication specializing in Advertising

Lima Museum of Art
January 2004 to March
2006

Drawing and Painting

(UNI) National University of Engineering
August 1998 to
December 2011

Digital Graphic Design
Digital Graphic Design Technician: School of Industrial and Systems Engineering.
Courses: Corel Draw (basic and advanced), Adobe Photoshop (basic and advanced) and Adobe Page Maker.
Extension courses: Macromedia Dreamweaver Mx , Flash Mx and 3d Studio Max

Languages

(ELEPUCP) School of Foreign Languages Pontifical Catholic University of Peru
2002 - 2003

Advance English level
Spanish native language

Honors and Accolades

- Award Nominee James 2004 PUCP – best animation category.
- Best Ad Design Email – LA Times Online 2007 campaign PROMPERU
- Nominated Best Blog in the category Art: 20 Blogs Peruvian 2009
- Peru: 4th. Placed on Innovative Promotion destinations. Made by Ficod Madrid 2010
- Best Food Blog 2010-2011: Peru mucho Gusto on Facebook for the second consecutive year.
- Best International promoting tourism portal at the World Travel Awards 2014: www.peru.travel

Software & Hardware

- Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Acrobat, Adobe ImageReady,
- QuarkXPress, Adobe PageMaker, Adobe Premier, Adobe After Effects, Corel Draw, Macromedia Dreamweaver, Macromedia Flash, Microsoft Office, Internet Explorer, Netscape Navigator, and Mozilla Firefox.
- Mac OS 9.x and X; Windows 95, 98, 2000 and XP; Apple Macintosh and PC computer systems.
- HTML, HTML5, CSS, CSS3.
- DotnetNuke, SharePoint, WordPress, Joomla.