

Manuel Otárola

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Summary

I would love to obtain a position in the Art, Design, Animation or Tourism industry where I can apply my knowledge in the fields of Art Direction, Creativity, Animation, Comics, Illustration, Digital Design, Publicity and Digital Marketing while leveraging my vast South American (Peru) native and cultural experience and creativity. I also have experience in the Tourism and Energy industry. Fluent in Spanish and English languages. Willing to travel and relocate.

Skill Highlights

- Digital marketing
- User experience design (UX)
- Social media marketing
- Graphic and web design
- Illustration and comic design
- Photography

Experience

Web Content Manager Specialist- 12/2014 to present

Osinermin - Peru Supervisory Board for Investment in Energy and Mining, Peru

- Management and development of the new Osinermin portal in coordination with the Technology area (IT).
- Update the contents of the old Osinermin portal through the Microsoft SharePoint platform: <http://www.osinermin.gob.pe>
- Content migration to the new portal of the Peruvian government: www.gob.pe/osinermin
- Coordination, design and implementation of the digital strategy of the VIII World Forum on Energy Regulation (WFER): <https://www.wferperu2023.com/>
- Design of the digital marketing plan for the institutional portal, websites and landing pages.
- Establishment of guidelines to manage the content generated by the various areas of Osinermin.
- Definition of user experience (UX) guidelines for the creation of portals, minisites and landing pages.
- Web design of minisites, landing pages, banners, e-mailings of the energy and mining sector.
- Coordination and design of the contents of the grid for the social networks of Osinermin.

Web Content Manager Specialist- 10/2004 to 12/2014

PromPeru - Peru Tourism Promotion Board, Peru

- Management of the contents of the official website of Peru's tourism promotion: www.peru.travel also was the 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.
- Developed plans for online marketing campaigns including websites, minisites, 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.
- Design and maintenance of the following Peruvian tourism websites: www.peru.info, www.perubirdingroutes.com, www.peru.travel and www.perumuchogusto.com.

Experience

Photography Audiovisual Archive - 2014

PromPeru - Peru Tourism Promotion Board, Peru

- 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).

Art Director, designer and publicist- 08/2003 to present

Manu Arts, Peru

- Comic creator of "The Huascar Revenge", "Inka Toons" and "Lapiz Landia", comics based on the Peruvian culture.
- Digital marketing and design for my own illustration online stores on Teepublic: www.teepublic.com/user/manuarts and Threadless: manuarts.threadless.com/
- Develop digital communication for small business and companies, projects including: corporate imaging, illustration, websites, portals, banners and social media.

Education

MOTT Digital Specialization Center, Peru -2016

- Digital Marketing and Neuromarketing: Digital marketing university degree.

Ricardo Palma University, Peru - July 2012 to January 2013

- Digital Marketing: Marketing Internet Business Diploma Courses (eBusiness, ecommerce, Analytics, Web, etc.)

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

- Graphic Design, Illustration and Web Design: Adobe Photoshop, Illustrator, Dreamweaver.

(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

(UNI) National University of Engineering, Peru - 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.

Certifications

- Digital Marketing and Neuromarketing (certificate)
- Search Engine Optimization (certificate)
- Design Software: **Adobe CS Photoshop, Illustrator, Dreamweaver, Premiere, After Effects, Corel Draw, Clip Studio, HTML5, HTML.**

Languages

English and Spanish.