

# EDGAR BARRIOS

📍 Alamo Blanco 7, Los Alamos neighborhood, Naucalpan, Mexico

✉ edgarbarrios@mac.com

☎ (52) 55-1829-2514

🌐 <http://insightmedia.com.mx>

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## OBJECTIVE

I'm looking for full time work in the role of Digital Manager in the health and community industry.

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## PERSONAL STATEMENT

As an experienced Entrepreneur and Creative Director, my tenacious and proactive approach resulted in numerous important contract wins. My excellent networking skills have provided my team with vital client leads, and my ability to develop client relationships has resulted in an 18% increase in business renewals for my current organization. After ten years in sales, currently seeking a new challenge which will utilize my meticulous attention to detail, and friendly, professional manner.

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## WORK HISTORY

### NFL México

CDMX, México

Feb 2009 - Sep 2017



#### Digital Agency Partner

Digital full-service agency for the content of social networks of NFL in Mexico. Strategy, design, development of digital channels, including Twitter, Instagram, Facebook, email marketing, landing pages and special events.

### Prodigy MSN

CDMX, México

Jul 2005 - Jun 2015



#### Digital Agency Partner

Develop nation-wide ad campaigns for AAA.

### Insight Media Agency

CDMX, Mexico

Jun 2005 - Present



#### Director

I have serviced clients through my company Insight Media since founding it in 2005 where I handled ad campaigns, business branding, business development and corporate video. At Insight Media Studio we can handle everything from web sites and internet lead generation, to corporate video, trade show booths, and creative marketing campaigns.

Bear final responsibility for the quality of the agency's creative services and competence development

- Build and grow client relationships with new and existing client organizations.
- Actively participate and contribute to brainstorming, storytelling and ideation sessions
- Meet with clients and do research to understand an organization.
- Lead creative strategy and execution across all platforms, channels, and touch-points to achieve campaign KPIs for clients.

## Terra Network

Mty, México

Jun 2000 - Jun 2005

### ● Design and Advertising Manager

Responsible for the branding and visual identity oversight, and creation and execution of brand collateral, advertising, and marketing campaigns.

Responsible for design development of corporate identities, advertising, email marketing and web design projects.

I led and managed the design team and external agencies as Terra's digital manager. This involved managing the entire design, animation, development, and ads campaigns of AAA clients on terra.com.mx platform.

Successful Projects Delivered:

- Websites: Danone, Danonino brand, and Activia.
- Ads and websites for Bancomer.com

## Aprendiendo.com

DF, México

Jan 1998 - May 2000

### ● Design Manager

Successful Projects Delivered:

- Rapsodia Software CD interactive
- Packaging and illustration for Aprendiendo.com CD interactive
- Black and Decker website
- Visit Mexico Digital Interactive

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## QUALIFICATIONS

### The Universidad Tecnológica de México

CDMX, México

1992 - 1996

### ● Degree in Graphic Design

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## TECHNICAL SKILLS

- Communication. Strong public speaking skills for presentations, and writing skills for proposals.
- Technology. Comfortable with extensive design software, web design technologies, fluent in multiple programming languages (including HTML and CSS) as well as web design content management system platforms.
- Creativity. Creative thinker and, creative problem-solving skill.

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## PERSONAL SKILLS

### Positive attitude

Passionate about my job

## Critical Thinking

Able to solve problems on my own using creative thinking and thoughtful analysis.

## Flexible

Able to perform more than one task at the same time.

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## COMMUNITY & VOLUNTEER EXPERIENCE

### BNI International

CDMX, Mexico

Jan 2015 - Nov 2017

Serve as president of Satellite's BNI Circle of Success professional networking group for two years. Member since: 2015.

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## ACHIEVEMENTS

### Bidding to Win Microsoft account

2011

Development and implementation to win the Prodigy MSN account in competition with 15 national and international agencies.

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## INTERESTS

- Painting and Photography
  - Volunteering hobbies
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## REFEREES

### Guillermo Moreno

Owner and Director - TecFit

✉ guillermoreno@me.com

☎ 55 4453 0544

### Julissa Rodriguez

Medical Information Manager - Sanofi

✉ julissarodriguez@me.com

☎ 55 4766 7188