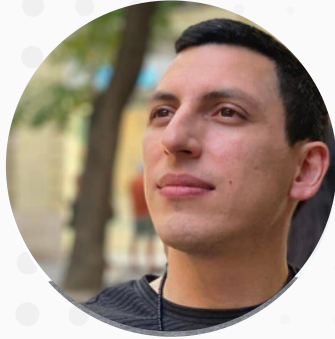


ÁLVARO DEL POZO

STORYTELLER



PERSONAL PROFILE

I am a marketing professional, able to find consumer insights, analyze actionable data, develop engaging strategies, and create appealing content, specially on writing. Content is a story waiting to be told

CAREER EXPERTISE

- Creative Writing
- Editing and Proofreading
- Teams & Project Management
 - Market Research
 - Digital Marketing
- Strategic Planning
 - Filmmaking
 - Collaborative
 - Public Speaking
- Emotional Intelligence

AWARDS

Proposals Finalist
NHK Japan Prize 2020
'School without Blackboard' - [Entry](#)

CONTACT DETAILS

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Twitter: @lvrdlpzm
Instagram: @lvrdlpz
LinkedIn: [alvarodelpozom](#)
Reel: [YouTube](#)
Teaching: [Live](#)

PROFESSIONAL HISTORY

Project Specialist

IPANC CAB, Quito, Ecuador (2022-Present)

- Script proofreading & educational television programs content supervision
- Educational & cultural proposal writing, editing, and proofreading
- Execution & supervision of courses, workshops, and training of cultural & educational projects
- Projects: 'EduPasión' in collaboration with UNICEF and Diner's Club, 'La educación es el Camino' dependent to UNESCO MYRP

Entrepreneur in Residence

Star Startups, Valencia, Spain (2022)

- Developed marketing plans for startup business proposals
- Designed and prepared pitch decks and presentation scripts
- Coached team members in brand values, and public presentation

Professor

Tecnológico Universitario Argos, Guayaquil, Ecuador (2020-2021)

- Developed and implement class curriculum, syllabus, essay prompts, and assignments, for 100% online courses
- Scheduled and communicate assignments and class events
- Managed sessions, including conflict resolutions, for 150+ students per course.

Video Producer

LVR Producciones, Guayquil, Ecuador (2016-2020)

- Video production of 30+ videos and commercials, under contract, for schools, universities, and corporations
- UE La Moderna, Liceo Panamericano, UE Delfos, Ecotec University, CrecosCorp, and Proexpo

Professor

ITV, Guayaquil, Ecuador (2016-2018)

- Developed and implement class curriculum, syllabus, essay prompts, and assignments, for in-person courses
- Scheduled and communicate assignments and class events
- Managed classroom duties, including conflict resolutions, for 50+ students

Community Manager

Freelance, Ecuador (2013-2016)

- Designed Digital Marketing Strategies for the 'Confieso que Cocino' brand
- Consulted with the development of the brand manual and visual identity
- Writing, editing, and design of blog posts

Marketing Executive

Banco Solidario, Quito, Ecuador (2013-2015)

- Designed and executed market research online, and on field
- Co-managed the digital marketing institutional brand
- Designed Digital Marketing Strategies

ACADEMIC BACKGROUND

UNIR (Universidad Internacional de la Rioja)

Master in Transmedia Comunicación, 2020-2021

UEES (Universidad de Especialidades Espíritu Santo)

B.A.Sc. in Marketing & Advertisement, 2008-2014

MY REFERENCES

Mishel Macías, Online Faculty Coordinator

Tecnológico Superior Universitario Argos

Contact: (593) 42-93-5186

Marcela Samudio, Project Manager

Instituto Iberoamericano de Patrimonio Natural y Cultural (CAB)

Contact: (593) 99-404-1392

Yvette Emen, Academic Coordinator

Instituto Superior Universitario de Televisión ITV

Contact: (593) 98-437-7312