

# Ibai Fernández

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## Professional profile

Creativity and communication have always been the main pillars of my professional career, as I have also developed a solid professional foundation in marketing and management due to my professional experiences over the last 8 years.

## Professional Experience

**Founder · AGLAYA - Marketing Agency · Ecuador · 2018-2022 · [www.aglaya.biz](http://www.aglaya.biz)**

### Project Management

Planning, Supervision, and Execution  
Teams Coordination and Training

### Clients' Lifecycle Management

Requirements Gathering, Solution Proposal Development and Presentation, Milestones Presentation and Deliverables Management, Clients' Training, Implementation, and Post-implementation Supervision and Assistance

### Budget and Resources Preparation and Management

**Creative Director (2016-2017), Communication Director (2017-2018), Marketing & Communication Manager (2018-2019), NIC.ec - Quito, Ecuador - 2016-2019**

#### As Creative Director

- » Campaign Planning
- » Creative Direction
- » Publicity Campaigns
- » Production Planning
- » Art Direction
- » Video Ads Production
- » Team Management
- » Photography

#### As Communications Director

- » Improvement of communication flow among departments
- » Public Relationships
- » Coordination and execution of a national project to digitize entrepreneurs
- » All the aforementioned tasks which I carried out in the previous position

#### As Marketing & Communication Manager

- » Commercial Strategy Planning
- » Commercial Operations Pitching & Supervision
- » Digital Strategy Planning & Execution
- » All the aforementioned tasks which I carried out in the previous positions

**Audiovisual Producer, teleSUR English, Quito, Ecuador — 2014-2015**

- » Digital Content Production: Documentary pieces, Newscasts, Late Night format
- » Production Studio Management
- » Shooting Crew Management

<b>Skillset</b>	Creativity, communication, writing and narrative, teaching, photography, audiovisual production, project management and supervision, team management, marketing and digital marketing, digital advertising, graphic design, HTML, CSS, WordPress.
<b>Academic Background</b>	<p><b>Design Thinking ExEd</b> — MIT - Massachusetts Institute of Technology, Boston, Massachusetts, USA — Date of Graduation: 2019</p> <p><b>Marketing Digital ExEd</b> — Universidad de Especialidades Espíritu Santo (UEES), Guayaquil, Ecuador — Date of Graduation: 2018</p> <p><b>Master's Degree in Psychopedagogy of Spanish Language and Literature</b> — University of Salamanca, España — Date of Graduation: 2017</p> <p><b>Acting, Stage Direction &amp; Dramaturgy</b> — Escuela Superior de Arte Dramático, Málaga, España — Date of Graduation: 2014</p> <p><b>Bachelor's Degree in Communication Science — Audiovisual Communication</b> — University of Málaga, España — Date of Graduation: 2010</p> <p><b>Media Production and Management (ISEP Scholarship)</b> — Missouri State University Springfield, MO, EE. UU. — Date of Graduation: 2008</p> <p><b>Intercultural Communication (Sócrates-Erasmus Scholarship)</b> — Haagse Hogeschool, La Haya, Holanda — Date of Graduation: 2006</p>
<b>Languages</b>	<p><b>Spanish</b> — Native</p> <p><b>English</b> — Bilingual 2007 — TOEFL (CBE) · 95 /120 2016 — Cambridge C1 (CAE) · 199/210</p> <p><b>Mandarin</b> — Basic 2017 — HSK 1</p>
<b>Personal Projects</b>	<p><b>Founder · Elm St. Productions - Audiovisual Production · 2008</b> » <a href="http://www.elmst.tv">www.elmst.tv</a></p> <p><b>Founder · Andariega · Magazine &amp; Artisanal Store · 2016</b> » <a href="http://www.andariega.store">www.andariega.store</a>      » <a href="http://www.andariega.store/magazine">www.andariega.store/magazine</a></p> <p><b>Founder · Kombutxa Índika · Probiotic Alcoholic Drink · 2018</b> » <a href="http://www.indika.ec">www.indika.ec</a></p> <p><b>Founder · Chankete · Spanish Gastronomy Restaurant · 2021</b> » <a href="http://www.chankete.com">www.chankete.com</a></p> <p><b>Author · Un final para su final · Contemporary Novel · 2021</b> » <a href="http://www.ibaifernandez.com//un-final-para-su-final">www.ibaifernandez.com//un-final-para-su-final</a></p>