

Pedro German Lopez Meza

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OBJECTIVE

To compete on the international scene developing and applying my knowledge and experience in marketing / advertising / business / crossmedia / digital / mobile and new media / product development / production / PR areas, getting professional and personal growth contributing to reach the organization's goals.

EXPERIENCE

Naranya Live!, Omnimedia Productions / H.Q., Monterrey, N.L.

Global Business Development / Marketing Manager / December 2005 - Current

- Business developer, marketing/creative management, operations, P&L, product launch & development, digital producer for marketainment solutions with crossmedia actions/campaigns. mobile marketing & content, interactive formats on TV, iTV, Call TV, radio, print, internet, SMS, WAP, IVR, Speech recognition, new media, mobile content, trade marketing, special events in Mexico, Spain, USA, Chile, Argentina, Colombia, Ecuador, Peru, Panama.
- GOALS: ¿Quien da menos? format breakthrough record of 650,000 participations in a month (SMS+IVR) with 9% TV audience redemption/interaction through mobile/sms, Hypervoz/IVR & internet in Chile's Top TV Show / Prime Time with MEGA and Chrysler's Jeep gaining 2 rating points (32,000 tv viewers); successful mobile marketing for clients like Kellogg, Ford, etc.
- CLIENTS: Philip Morris, British American Tobacco, Kellogg, Unilever, Ford, Danone, Luksic, Televisa, Endemol, Telecinco, Mega, RCN, Caracol, Gamavision, TC, HTV, Terra, El Pais, MVS, MEDCOM.

Universidad del Valle de Mexico, Laureate International Universities / H.Q., Mexico, D.F.

Advertising and Projects Coordinator / August 2003 - December 2005

- Advertising management and Trade Marketing strategies for the second largest private university in Mexico (70,000 students) in different media TV, radio, internet, print; Budget management and P&L planning for the 21 Campi.
- GOALS: Outstanding enrollment results with 30% increase from 2004-2005; successful programs in Spain / USA.

Jose Cuervo / H.Q., Mexico, D.F.

Trade Marketing Coordinator / July 2002- October 2002 (Internship)

- Business development on premise area with the largest night clubbing & restaurant groups in Mexico,
- GOALS: Implementation of the new Trade Marketing system with night clubs and restaurants; successful launch of new brands like Jägermeister, Götland Vodka and B:oot. Outstanding events -Smirnoff Experience (+4,000 quorum)-.
- BRANDS: Smirnoff, Cuervo Especial, Tequila 1800, Gran Centenario, Jägermeister, Götland Vodka, B:oot.

DEK360 / London and Mexico, D.F.

Business Development Director / Creative Director / July 2002 - Current (Own Business)

- 360° Crossmedia solutions with business development & strategies, marketing, creative direction of advertising/communication campaigns, digital marketing, special events, online/offline design, creative/art consultant.
- GOALS: Developed successful business and pitching for new accounts in different industry sectors; successful Special Projects, Direct campaigns for Cervecería Cuauhtémoc Moctezuma; successful brand launch for Konika-Minolta & relaunch for Martell; Successful business development for SediMax in Mexico (British Retailing); media awards and publications like The One Show, Indexbook, Circulo Creativo, HOW Design, Design is Kinky, Shift Japan, etc.
- CLIENTS: Grupo Cie, Citigroup, HSBC, FEMSA, Cuervo, Pernod Ricard, Konika-Minolta, Campbell's, SediMax.

DDB Mexico, Omnicom Group / H.Q., Mexico, D.F.

Copy writer & Art Director / January 2002 - July 2002 (Trainee to Senior)

- Advertising and communication campaigns and brand strategies for TV, Radio, and Print media.
- GOALS: Pitching & getting new accounts (Gatorade, Cuervo); outstanding results for Danone's Bonafont -Effie Award-, new brand name "Levité" (strategic flavor water product); 8 Circulo de Oro awards & Grand Prix -VW and Dormimundo-
- CLIENTS: Danone, Volkswagen, Dormimundo, Jose Cuervo, Gatorade, Michelin, Philips, Henkel, New York Life.

+Turner International / Latam H.Q., Mexico, D.F. / Marketing Trainee / Jul01-Aug01

+Circulo Creativo de Mexico / Mexico, D.F. / PR, Promotion & Production for the first Circulo de Oro / Jan02-Dec02

+MEKATE.COM / Mexico, D.F. / Editor & Storyteller of the first spanish web of marketing+advertising+visuals / since April 2001

EDUCATION

Universidad del Valle de Mexico / Mexico, D.F.

+Master in Administration with topic in Strategic Business / Jan 2005 - Current

+B.S. in Marketing (Summa Cum Laude) / Aug 1998 - Dec 2002

SOFTWARE

PC/MAC, Office, OpenAdStream, ProClarity, MindManager, Photoshop, Illustrator, Dreamweaver, Fireworks, Flash.

PROFILE

27 years old, Mexican, Bilingual: native Spanish and English speaker. A high-energy, highly effective marketing and business developer, results oriented with proven international expertise in successfully executing during start up, growth and/or turnaround phase in B2B and B2C segments. Experience in global markets such as Mexico, United Kingdom, Spain, USA, Chile, Argentina, Colombia, Ecuador, Peru, Panama.

Highly skilled at developing business strategies, analyzing market opportunities, identifying customers needs, self-generating business opportunities and deals, successfully entering into new markets, solving problems, presenting strategies and alternatives to achieve results. Expertise in B2C marketing through CROSSMEDIA: TV, radio, print, internet, mobile SMS/WAP, IVR and new media applications globally; also expert in brand marketing, communications, advertising and promotion for global clients. Marketing & Creative Consultant, Consultant for philanthropic associations. Art Director and Fashion Consultant (Fashion Week Mexico).

Established an own business -DEK360- in July 2002 to provide 360° marketing and business solutions for brands. Founder & Editor of MEKATE.COM the first Spanish online space with Marketing+Advertising+Visual+Lifestyle with Storytellers from Mexico, Spain, Argentina that live, dream and share their work.

Founder & President of a marketing student association -CONVER- at university.

Work published and awarded in many countries such as The One Club (USA), Indexbook "Logos Book" (Spain), Circulo Creativo de Mexico (Mexico), EFFIE awards (Mexico), HOW Design Magazine (USA), Yahoo! Picks (Mexico), Shift Japan (Japan), Design Is Kinky (Australia), GOUW (Sweden), Crossmind.net (Germany), LatinSpots (Argentina), Lounge 72 (Germany), Nomads (Holland) and others. Speaker for many national and international events.

Excellent team work, communications and leadership skills. Ambitious, analytical, creative, entrepreneur, proactive, self motivated, strategic minded and structured planner. Business developer, operations management. Financial oriented. Enjoy for intellectual challenges; economic, technology, society and new markets trends reader. Joy for run, basketball, bike, music, photography. Visual design and creative abilities. Willing to travel and relocate.

BRAND PORTFOLIO EXPERTISE: Philip Morris, British American Tobacco, Kellogg, Unilever, Ford, Danone, Luksic, Televisa, Endemol, Telecinco, Mega, RCN, Caracol, Gamavision, TC, HTV, Terra, MVS, MEDCOM, Jose Cuervo, Smirnoff, Cuervo Especial, Tequila 1800, Gran Centenario, Jägermeister, Götland Vodka, B:ost, Grupo Cie, Citigroup, HSBC, Cerveceria Cuauhtemoc Moctezuma, Pernod Ricard, Martell, Konika-Minolta, Campbell, SediMax, Bonafont, Levité, Volkswagen, Dormimundo, Gatorade, Michelin, Philips, Henkel, New York Life, Turner International, Universidad del Valle de Mexico, Laureate International Universities, La Nuit des Publivores, Un Kilo de Ayuda.

SPECIALTIES:

International expertise:

- + Business Development
- + Marketing
- + Forecasting / Budget / P&L
- + Advertising
- + Crossmedia
- + Media Intelligence
- + Product Management
- + Public Relations / Special Events
- + Digital
- + Mobile
- + Art Direction
- + Production