



# XAVIER ESPAÑA FDEZ.

Creative & Copywriter

## LET ME INTRODUCE MYSELF TO YOU

I left my home country, **Spain**, to explore Latin America more than three years ago.

Now I'm settled in **Mexico City** for over a year.

**My dream** is to wake up in a company where creativity and research are highly valued to achieve great things such as changing the world.

**My challenge** is to have a stable job and turn it into an unforgettable life experience.

**My aim** is to become a restless and a top copywriter.



C. López, Col. Centro - Del. Cuauhtemoc  
06050 | Mexico City



(55) 7277 1602



xavilletra@hotmail.com



www.xavierespana.com  
www.adsoftheworld.com/creative/xavier\_espana\_fernandez

## FORMAL TRAINING

SEP 2017

ADWORDS FUNDAMENTALS EXAM PASSED  
(expires on 12/09/2018)

GOOGLE

MAY – SEP 2016

COMPELLING COURSE IN CREATIVE ADVERTS  
(SOCIAL NETWORKS, TV, PRINT & RADIO)

Escuela de Creativos Simulador de Vuelo  
Mexico City

SEP 2009 – SEP 2010

MA IN PROFESSIONAL ENGLISH  
& INTERCULTURAL STUDIES  
University of Leeds | UK

SEP 2004 – AUG 2009

DEGREE IN ADVERTISING  
& PUBLIC RELATIONS  
Jaume I University | Spain

## FOLLOW ME

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## REFERENCES

JOSÉ LUIS MEJÍA

ND Mantarraya Distribution  
(55) 5273 0230  
[jmejia@mantarraya.com](mailto:jmejia@mantarraya.com)

ERICO CAMELA

Cuarto Piso Boutique Audiovisual CEO  
(55) 5908 4647  
[erico@cuartopiso.com](mailto:erico@cuartopiso.com)

## WORK EXPERIENCE

### ÁREA 6 ADVERTISING AGENCY

Sep 2017 - Now

Mexico City

Creative & Copy. I write copies for digital media (DHL, Puma, Medistik...) either on their webpage or social media.



### MANTARRAYA FILM PRODUCTIONS & INTERNATIONAL FILM DISTRIBUTION

March - June 2017

Mexico City

I designed and performed all advertising strategies and tools for online media networks (Facebook, Twitter, Instagram) for several films awarded at Cannes Film Festival.



### VITRUVIO LEO BURNETT

May - August 2009

Madrid, Spain

I designed media contents for brand networks and corporate websites for KIA Motors, Kellogg's and Corporación Dermoeestética.

*Leo Burnett*

### JAUME I UNIVERSITY

September 2005 - June 2008

Castelló, Spain

I wrote and design the university newspaper to be printed and posted on their website and press conference notes. I also designed corporate documents and helped arrange a national congress.



## ONLINE MEDIA PROJECTS

### ONLINE MK ASISTANT AT CUARTO PISO BOUTIQUE AUDIOVISUAL (Mexico City, 2016)

I designed a brand strategic plan that involved media contents to make a real impact on their networks.

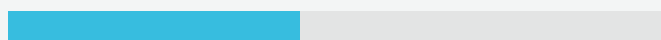
### PROOFREADER AT SPANISH ROYAL HORSE FEDERATION (Spain, 2014)

I supervised the first equestrian tourism guide in Spain and wrote press notes for the media.

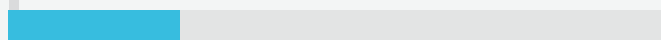
### TRANSLATOR FOR THE BRÖNTE PARSONAGE MUSEUM (UK, 2010)

I translated an English guide explaining the different sections and objects of the museum into Spanish.

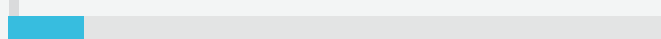
ADOBE PHOTOSHOP



ADOBE PREMIERE



ADOBE DREAMWEAVER



ENGLISH

