

Gustavo Crespo

Marketing and Communication

PERSONAL INFO

 **PLACE OF BIRTH**
Guayaquil, Ecuador

 **E-MAIL**
gcrespoc@gmail.com

 **PHONE NUMBER**
+593 994220211

 **WEBSITE**
gustavocrespocalderon.tumblr.com

 **LINKEDIN**
linkedin.com/in/gustavocrespoc/

 **PORTFOLIO**
behance.net/gustavocrespo

LANGUAGES

SPANISH 

ENGLISH 

SKILLS

Writing 

Design (Photoshop/Illustrator/InDesign) 

Video and photography 

Video editing 

Social networks 

2D animation 

Strategic communication 

EDUCATION

- | | |
|-------------|---|
| 2005 – 2010 | MARKETING AND ADVERTISEMENT
UNIVERSIDAD ESPÍRITU SANTO |
| 2012 – 2014 | POSTGRADUATE DEGREE
MIAMI AD SCHOOL DE MADRID
Creative writing |
| 2013 | CREATIVE BOOTCAMP
D&AD NEW BLOOD AWARDS, LONDRES |

WORK EXPERIENCE

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| 2018 - 2020 | CONSERVATION INTERNATIONAL
COMMUNICATION - COASTAL MARINE PROJECT
The Coastal Marine Project is a joint project between the Ministry of Environment, International Conservation, FAO, Hivos and funded by the Global Environmental Facility (GEF) |
| 2017-2018 | GALAPAGOS NATIONAL PARK
EXTERNAL CONSULTANT - COMMUNICATION
Process of Implementation of the Zoning of Protected Areas of Galapagos. |
| 2016 | GEEKS DIGITAL ADVERTISING AGENCY
CREATIVE DIRECTOR
Design and implementation of communication strategies for different commercial and public service brands. |
| 2015-2016 | GRIPE ADVERTISING AGENCY
CREATIVE DIRECTOR
Design and implementation of communication strategies for different commercial and public service brands. |
| 2014 - 2015 | NORLOP JWT ADVERTISING AGENCY
COPYWRITER
Design of communication strategies and copywriting |
| 2013 - 2014 | WORK EXPERIENCE MADRID
COPYWRITER
McCann
Del Campo Saatchi & Saatchi
La Despensa |

PROFESSIONAL PROJECTS

- 2017 ● **VIDEO PRODUCTION**
WILDAID
Production of videos for the NGO WildAid about its activities on the coast of Ecuador.
 - Whale rescue activities
 - Turtle rescue and rehabilitation activities
 - Control and surveillance activities
 - Video summary of the Control and Surveillance Workshop held in the Machalilla National Park - Puerto López (2017)
- 2016 - 2017 ● **EDITOR**
DIGITAL MAGAZINE ROADTRIPECUADOR.COM
Video production, photography and writing for the digital magazine www.roadtripecuador.com
- 2015-2018 ● **BRAND MANAGER**
GRANITEC S.A.
Conceptualization of the brand's communication strategy, management of social networks, design, production of videos, guidelines for social networks, among others.
- 2016 - 2018 ● **WRITER**
LEVECTOR AUDIOVISUAL PRODUCTION COMPANY
Screenwriting for video and radio spots.
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DOCUMENTARY PROJECTS

- 2017 ● **"PESCADOR DE ALTA MAR"**
DIRECCIÓN / PRODUCCIÓN / EDICIÓN
Dirección, producción y edición del documental Pescador de Alta Mar realizado en el 2017. Selección oficial en Festival de Cine Ambiental ECOador y FICA Amazonía.
- 2019 ● **"CON LAS RAÍCES EN EL MANGLAR"**
GESTIÓN / CONCEPTUALIZACIÓN
Gestión y conceptualización de documental "Con las raíces en el manglar" creado como producto para la consultoría realizada como comunicador del Proyecto Marino Costero. Selección oficial en Festival de Cine Ambiental ECOador y FICA Amazonía.
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RECONOCIMIENTOS

FINALISTA
ONE SHOW YOUNG ONES
2014, NEW YORK

YELLOW PENCIL
D&AD STUDENT AWARDS
2013, LONDRES

FESTIVAL ECOADOR
CINE AMBIENTAL
2018, GUAYAQUIL

FICA AMAZONÍA
CINE AMBIENTAL
2019, COLOMBIA

REFERENCIAS LABORALES

LORENA SÁNCHEZ
DIRECTORA DEAPS
PARQUE NACIONAL GALÁPAGOS
+593 993040391 / ksanchez@galapagos.gob.ec

MANUEL BRAVO
DIRECTOR
WILDAID ECUADOR
+593 999523375 / bravo@wildaid.org

XAVIER CHALÉN
DIRECTOR MARINO Y COSTERO
CONSERVACIÓN INTERNACIONAL ECUADOR
+593 998371857 / xchalen@conservation.org