



# ALEjandra DOMÍNGUEZ

## Digital Artist

### CONTACT



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al3jandradc

I'm Digital Artist based on México. I'm a responsible woman, organized, result oriented. I learn easily new things and I can work under pressure.

Strengths: 3D (Content & Render), Graphic Design, Audio Editing, Video Editing, Social Media and Digital Communication.

I have 10+ years of experience and I love working with people believed that good things need passion, creativity and team work.

### EDUCATION

● MIK (Aug 2006 – May 2009)

ITESM - Universidad Virtual

Master of Science in Information and Knowledge Management .

Graduating with honors (95.41)

Thesis: Internal Communication Strategies for Academic Libraries

● LCC (Aug 1999 – May 2004)

ITESM - CAMPUS GUADALAJARA

Bachelor's Degree in Communication Science (Multimedia) Graduating with Diploma from "Desarrollo Estudiantil" (90)

the best grade point average of generation Ene - May (94) and Board Member of Honor.

Founder Sinapsis Radio.

### PUBLICATIONS

● TEMOA - ITESM (7 Sep, 2010)

(2010). Internet como herramienta de apoyo para la búsqueda y recuperación de información académica. Un análisis desde el Tecnológico de Monterrey, Revista Digital Universitaria. Retrieved at September 7, 2010, from the website temoa : Open Educational Resources Portal at <http://www.temoa.info/node/44220>

● REVISTA DIGITAL UNAM ( 2 Aug, 2010)

DOMÍNGUEZ COVARRUBIAS, Alejandra; Vásquez Rizo, Fredy Eduardo; Reyes Salinas, Paola Viridiana; Torres Bautista, Joel y Castruita Gaucín, Marcela Liz "Internet como herramienta de apoyo para la búsqueda y recuperación de información académica. Un análisis desde el Tecnológico de Monterrey". Revista Digital Universitaria [on línea]. 1 Aug 2010, Vol. 11, No.8 [Retrieved at: Aug 2, 2010]. Available on Internet:

<<http://www.revista.unam.mx/vol.11/num8/art80/>> ISSN: 1607-6079.

### EXPERIENCE

● 3DBOX ACADEMY AC (1 Jan, 2014 - Actual)

Associate director

Communication strategies  
Digital and Online Advertising  
Social network analysis  
CRM

Strategic Planning  
Corporate communication  
Administration and logistics

● ITESM, CAMPUS GUADALAJARA 22 Aug, 2005 - 3 Jan 2014

CEDDIE - Centro para el Desarrollo Docente e Innovación Educativa  
Video Production, editing, motion graphics and music.

SIT - Servicios de Información y Tecnología

Video Production, editing, motion graphics, music and podcast. Design and updating of various websites (Dreamweaver, Flash, Joomla,Drupal, html / css).

Web 2.0 Content Management, Social Network Analysis (Facebook / Twitter, CRM)

Marketing and Advertising (Image, Flyers, Brochures, Logos, Emails).

### BIBLIOTECA

Design and Corporate Image Positioning.

Market and Advertising Design (Banners, Leaflets, Separators books, etc.)

Logistics and Marketing events (exhibitions, conferences, etc.)

Internal communication

Producción, editing, motion graphics and musicalización Video and podcast.

Design and update website (Dreamweaver, html5, css)

Administrator and Web 2.0 social content analyzer, CRM

(Customer Relation Management), RWD (responsible Web Design) (Facebook, Twitter, Youtube)

● AP EMPRESARIAL (16 May, 2005 - 29 Jul, 2005)

Comunicación e Imagen

Corporate promotional designs

Strategic Planning

Corporate communication

Web maintenance and update (Flash, Dreamweaver, html)

Design Marketing and Advertising (mail, flyers, brochures)

Logistics support graduates

Re-structuring of graduates

CRM (Customer Relationship Management) & PR (Public Relations)

● PROMOMEDIOS RADIO (1 Dic, 2004 - 1 Dic, 2005)

Locutora (Certificado de Locutora Categoría "A")

Radio announcer "Campus" from 6 to 7 pm Women in Radio 1040AM

Music composition, production, editing (Bumpers, Sweepers, Stingers and Drops) and interviews.

Research and information content for the program

● SINAPSIS RADIO 1 Aug, 2002 - 1 Dic, 2004)

Locutora y Directora

"CINemantra" Radio Station GDL program ITESM

Music composition, production, editing curtains and interviews.

Research and information content for the program

Supervise and coordinate schedules, work flows, students involved with station, and evaluate proposals for new programs.

Administrative and technical knowledge to ensure daily operation.

### DIGITAL SKILLS

3D	(Maya)	●●●●●●●●
Graphic Design	(Photoshop, Illustrator, InDesign)	●●●●●●●●
Video	(Final Cut, After Effects, Premiere)	●●●●●●●●
Audio	(ProTools, GarageBand, Audition)	●●●●●●●●
Web	(Dreamweaver, html, CSS, Responsive)	●●●●●●●●

### HOBBIES & INTEREST

Cine	Draw	Read	Games	Foto	Music