

JESSICA ANDREA RAMÍREZ COHEN
Content strategist and photographer

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Photography Portfolio: <http://jeessicohen.com/Portfolio/>

Blog: <http://jeessicohen.com/blog>

- Five years of experience in planning and development of strategies and projects in digital media.
- Ability to plan and develop multiple projects, fulfilling deliveries and targets within the time limits.
- Understanding of audiences and Internet products.
- Creative director for transmedia projects.
- Travel and fashion blogger with social media skills.
- Photographer

EXPERIENCE

Publicaciones Semana

(Content strategies lead) (2012 - 2015)

- Planning and coordination of strategies for editorial content for the advertising area.
- Market and audience behaviour analysis for new products and business opportunities.
- Results analysis and evaluation of transmedia projects.
- Content creation for editorial and advertising transmedia projects in fashion websites like Fucsia.co, Soho.com.co.
- Content creation for editorial and advertising transmedia projects in specialized websites like Semana.com, Dinero.com.

EL TIEMPO Casa Editorial (2010 - 2012)

Videographer

- Creative director for audiovisual projects in websites like Vive.in and fashion magazine Revistadonjuan.com.
- Coordinator of the videographer team for the website Vive.in
- Creation of audiovisual content for news website Eltiempo.com.

CHROMA STUDIO 2007 - 2010

Digital Artist and videographer

- Creation of audiovisual projects for architecture.
- Architectural visualization

EDUCATION

- 2015, International Center of Photography, New York City, USA, **Fashion photography**
- 2015, International Center of Photography, New York City, USA, **Studio Lighting**
- 2013 Interactive Advertising Bureau, Bogotá, Colombia. **Digital Marketing course.**
- 2012 Universidad de los Andes. Bogotá, Colombia. **Digital Journalism Course.**
- 2003 - 2008 Universidad Militar Nueva Granada. Bogotá, Colombia. **Bachelor of Multimedia Engineering.**

REFERENCES

Tatiana Cañon

Digital Producer at EL TIEMPO Casa Editorial, Bogotá Colombia.

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Max Gómez Montejó

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