



Guillermo Fuentes

COMMUNICATIONS STRATEGIST

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- English : Fluent
Native Spanish

EDUCATION

- INSTITUTO INTERNACIONAL HENRY DUNANT (2012- 2013) SANTIAGO, CHILE
Diploma of Specialization in Human Rights, Climate Change and Public Policies
- VANCOUVER FILM SCHOOL (2008-2009), VANCOUVER, CANADA
Audiovisual Production / Full Time Programme
- UNIVERSIDAD DEL PEDREGAL (2001-2005), MEXICO D.F.
Graphic Design Degree

AWARDS

- HONORABLE MENTION IN THE NATURE CONSERVANCY NATIONAL AWARDS, 2016-2017, CATEGORY: MASS COMMUNICATION, ORGANIZED BY THE ENVIROMENTAL SECRETARIAT & THE COMISSION OF NATURAL PROTECTED AREAS.
- TOP 20 IN THE CLIMATE CHANGE STORY TELLING, COP21 - PARIS, UNITED NATIONS.

WORK EXPERIENCE

Centro Médico Siglo XXI

Mexico City, Mexico

Volunteer

06-2018 / 02-2019

Emotional support to children with cancer in the Pediatrics Hospital, "México Siglo XII", delivery of humanitarian aid, management of humanitarian donations and donors.

United Nations Development Programme

Mexico City, Mexico

Communications Specialist

09-2017 / 02-2018

Adaptation of the communications strategy, community management, public relations with international organizations, creation of online content, design of infographics, editorial design & audiovisual production for a Persistent Organic Pollutant Project in Mexico.

United Nations Development Programme

Puerto Morelos, Quintana Roo, Mexico

Consultant / Campaigner

10-2015 / 07-2016

Design and implementation of an awareness campaign about the importance of mangroves facing climate change in Puerto Morelos, Mexico, targeted to high school students and general audience.

Design and implementation of an innovative methodology, workshops, campaign activities, public relations, community management, audiovisual production, radio spots production.

Radio Station: Frecuencia Mágica 89.1 FM

Puerto Morelos, Quintana Roo, México

Producer/ Broadcaster

09-2015 / 03-2016

Design, production & broadcast of the weekly radio show “Selvatrópico”, one of the first climate change radio shows in Mexico.

It’s mission was to inform and raise awareness among the population of the Mayan Riviera, about climate change, it’s causes, impacts and consequences locally and globally, promoting sustainable life styles, enlivened with the best of world rhythms.

Botanical Garden “Dr. Alfredo Barrera Marín”, ECOSUR.

Puerto Morelos, Quintana Roo, México

Project Manager / Fund raiser

11-2014 / 04-2015

Project Manager for the food security strategy named “KA-ANCHE“ (mayan garden) implemented at the Public High School of Puerto Morelos. The purpose of this initiative was to sensitize students about the importance of food sovereignty and food security facing climate change.

Project management, fundraising activities, coordination of workshops & activities related to the construction of a school orchard.

National Park Puerto Morelos Reef

Puerto Morelos, Quintana Roo, México

Volunteer

07-2014 / 11-2014

Participation in activities of education for sustainable development, community management, support in activities of the Turtle Camp.

Participation in activities with the National University Reef Station as part of the film crew, post-production for the *Acropora palmata* coral spawning video.

Mexican Transparency & Transparency International

Mexico City / Dhaka, Bangladesh

Brand Developer / Editorial designer

03-2013 / 12-2013

Editorial design for the handbook: “*Transparency in REDD+: A guide to prevent corruption when reducing emissions from deforestation and forest degradation in Latin America*”.

Brand development for the “*Climate finance Integrity Program*” and the “*Climate Finance Integrity Talks - Mexico and Bangkok*”.

Colombian Red Cross

Bogota, Colombia

United Nations Online Volunteer

12-2011 / 03-2012

Design of a Communications Strategy to reclute youth volunteers in Cudinamarca, Bogotá.

This project was named “*Central Joven*”, a space within the Red Cross where to gather college volunteers to take humanitarian action.

United Nations Office on Drugs and Crime

Mexico City / San José, Costa Rica

Consultant / Art Director

10-2009 / 11-2013

Art direction, audiovisual production and editorial design for the national campaign “*Blue Heart, against human trafficking*”.

Art direction for the “*International Conference on Smuggling of Migrants: Challenges and progress in implementing the Protocol against the smuggling of migrants by air, sea and land*”.

Editorial design of the basic and advanced Handbooks: “*Training for the investigation and prosecution of the smuggling of migrants by air, sea and land*”.

A mission to San Jose, Costa Rica to develop the website architecture, & branding for the “*Central American and Caribbean Council of Public Prosecutors*”.

ADD-TV, Deficit Attention Television

Manhattan, NYC, USA

Online Graphic designer

04-2005 / 10-2006

Graphic design, magazine ads, flash animations and branding for the “*The Pill awards*” an artistic platform for the LGBTTQI community in Manhattan.

National History Museum

Mexico City

Intern / Graphic designer

09-2003 / 06-2004

Support in graphic design and assemblage of the temporary exhibitions: “*Blurred Empires*” paintings of Miguel Carrillo, “*Spoons and utensils of the world*” in collaboration with the Soumaya Museum, and “*A song to the Motherland*”.

Multimedia presentations and graphic design for the 60th anniversary of the Museum.

REFERENCES

- DR. VANESSA FRANCISCO RAMOS
Field Official UNDP - CONANP
National Park Puerto Morelos Reef

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