

## Carlos R. Daza

### Objective

To use Advertising, designing and Television production expertise in a related management position.

### Experience

1990–present AM TV producciones Venezuela.

#### **General Manager and co-owner**

- Production, Post-production and 3D, Hardware and software research and buying decisions.
- TV production and post-production teams hiring and training.

1985–present AM Publicidad C.A. Venezuela.

#### **Television & Commercials director**

- Think Tank handling, script and story-board creation.
- Direction of production and post-production.

1983–present AM Publicidad C.A. Venezuela.

#### **Creative Director and co-owner**

- Human resources research, evaluation and training.
- Administrative tools and process development and implementation.
- Development of Client-oriented full service creative Advertising Agency.

### Education

1994 Universidad Central Lisandro Alvarado Barquisimeto,  
Venezuela

- Business Administration Mayor, Marketing emphasis.

### Software handled

Word, Excel, Power Point, Director, Photoshop, Corel Draw, Photopaint, Quark Xpress, Freehand, Harlequin, Premier, AfterFX, Final Cut Pro, 3Dstudio max, Cool Edit Pro.

### Works

Generation of corporate image for Broadcast Television Channels, Production of TV commercials, infomercials, national & international corporate videos.

### References

Available upon request.