

Carlos R. Daza

Objective	To use Advertising, pre-Press and designing expertise in a related management position.		
Experience	1997–2003	Color Digital Pre-Press Bureau	Venezuela.
	Director and co-owner		
	<ul style="list-style-type: none">• Pre-Press hardware and software research and buying decisions• Human resources research, evaluation and training.• Administrative tools and process development and implementation.		
	1983–present	AM Publicidad C.A.	Venezuela.
	Creative Director and co-owner		
Education	<ul style="list-style-type: none">• Human resources research, evaluation and training.• Administrative tools and process development and implementation.• Development of Client-oriented full service creative Advertising Agency.		
	1981–1983	LBM Publicidad C.A.	Venezuela.
	Art director		
	<ul style="list-style-type: none">• Think Tank handling, Art criteria & design responsible.• Direction and supervision of printed production..		
	1979–1981	LBM Publicidad C.A.	Venezuela.
Software handled	Media director		
	<ul style="list-style-type: none">• Budget handling, Media criteria responsible.• Direction and supervision of media insertion, emission and production.		
	1994	Universidad Central Lisandro Alvarado Barquisimeto,	Venezuela
	<ul style="list-style-type: none">• Business Administration Mayor, Marketing emphasis.		
	Word, Excel, Power Point, Director, Photoshop, Corel Draw, Photopaint, Quark Xpress, Frechard, Harlequin, Premier, AfterFX, Final Cut Pro, 3Dstudio max, Cool Edit Pro.		
Works	Generation of corporate image, production of Broadcast TV magazines, Pharmaceutical magazines and newspapers, brochures, fliers, news paper & magazine Ads, exterior ads, packaging and pop materials.		
References	Available upon request.		