



Personal information

Surname / Name

Fleites Morffi, Fermin

Fermin Fleites (ferminius) studied visual arts before switching to media & communication. After spending time at National Institute of Arts (ISA) he graduated in media and communication from the University of Havana in 2004.*

** 2016 -2019 Google adsense certification |* 2017 - 2019 youtube certification |* 2017 - 2019 analytc certification.*

Phone

(305) 606 0395

Emails

ferminfleites@gmail.com

Work experience

Date.



Years at this Job



Bachelor Of Arts



SEO & SEM Positioning



Design - Print Web



Video – Media Management



.2018 - 2019 SEO Expert , Online Marketing, SEO Specialist, PPC advertising.

Web Designer | **Digital Media 365 corp**

<https://www.digitalmedia365.com> Web Design, Online Marketing, SEO Specialist, PPC advertising, Community Manager.

<https://www.artemundolatino.com> Web Design, Online Marketing, SEO Specialist, PPC advertising.

<https://www.alconeroandassociates.com> Web Design, Online Marketing, SEO Specialist, PPC advertising.

<https://www.maraidrealty.com> Web Design, Online Marketing, SEO Specialist, PPC advertising.

.2018 Technical SEO, Page Speed, SEO onpage Specialist. **Next Level SEM**

Fort Lauderdale.

<https://nextlevelsem.com/>

. 2017 - 2018 Marketing Director, Community Manager. **Albert Garcia Real Estate Team.**

Real Estate Company part of Kelly Williams Real Estate.

www.albertgarciateam.us [institutional page English] - www.albertgarcia.team [institutional page Spanish]

. 2017 - 2018 Marketing Director, Community Manager. **Albert Garcia Real Estate Team.**

Real Estate Company part of Kelly Williams Real Estate.

www.albertgarciateam.us [institutional page English] - www.albertgarcia.team [institutional page Spanish]

. 2017 Marketing Specialist. **ALXI Services Community .**

www.autismo.tips

Roles.

Web Design. (Institutional: www.descubrelaflorida.com - Landing: www.hoy.descubreflorida.com)
Youtube Videos. SEO & SEM

. 2010-2016 Media Publishing Specialist. Digital Media 365 Corp.

Arte-Mundo-Latino a weekly TVShow and web site dedicated to the Latin American art and culture.

Roles.

- Managed Hispanic and English publicity and promotional campaigns for Google Adwords, Canal Sur and DirecTV and Time Warner Communication.
- Coordinated Video Clips, screenings, red carpet, and community outreach events in 7 plus cities.
- Facilitated cross-promotional opportunities with radio, TV and businesses using new media, mobile marketing and grass roots events.
- Communication and image strategy.
- Managed clients press schedules.
- Utilized social networking to increase the fan base of clients, publicize their events, and publicize their press clippings.
- Facebook channel administrator

www.facebook.com/artemundolatinoTV/ [Cultural TV Show facebook page]

www.facebook.com/waystobehealthy/ [Blog facebook page]

. 2015-2016

Web Design and Media Strategy for different companies.

I work in all stages of brand development process such as visual identity design, editorial design, packaging, website design, corporate communication and art direction.

Samples

- **JJ Carpentry by design** [visual identity design, SEO, SEM, editorial design, website design & corporate communication]
www.jjcarpentrybydesign.com
- **Anshape** [visual identity design, editorial design, SEO, website design & corporate communication for Real Estate]
www.anshape.com
- **Arte Mundo Latino** [visual identity design, editorial design, SEO, website design & corporate communication for Television]
<http://www.artemundolatino.com>
- **Easyways** [visual identity design, editorial design, website design & corporate communication on Wordpress]
<http://www.easywaystobehealthy.com>
- **Dr M Molina** [visual identity design, editorial design, website design & corporate communication for Medical Center]
<http://www.drmmolina.com/>

. 2016 Media Publishing Specialist and Editor. Obvious Media Network.

Main activities and responsibilities	Online and print communications, including flyers, brochures, posters, handouts, web content, newsletters, Video Advertising, PowerPoint presentations, technical manuals, journals, white papers and other documents.
Employer	Digital Media 365 Corp
Type of business	Advertising, Networks, Arts, Media & Communication
Education and training	
Dates	a- 2004-2007 Design and communication Toulouse Lautrec Intitute, Lima, Peru b- 2003-Media and Cultural Anthropology. Havana University-Cuba. c- 1996-2000 Superior Institute of Arts (I.S.A.) Havana City - Cuba. d- 1991-1993 Professional School of Arts.Trinidad - Cuba. e- 1989-1991 National School of Arts, (E.N.A.) Havana City - Cuba.
Qualification obtained	a- Media Specialist (2004 Media and Cultural Anthropology) b- Specialist in Arts (1996-2000 Superior Institute of Arts (I.S.A.) Havana City – Cuba) c- Technical in arts (1991-1993 Professional School of Arts.Trinidad - Cuba.) d- Professor in art and design (National School of Arts, (E.N.A.) Havana City - Cuba.)
Occupational skills	Knowledge of the language of media, flexibility and quick response to unforeseen events. Management as an expert in a wide range of specialized software Mac / PC. Broad knowledge of art history and the latest design trends that can have a broad profile of formal solutions. Knowledge of semiotics, language, media, advertising, social networking and marketing
Other studies	<ul style="list-style-type: none"> • 2015-Today Google Adwords Certification • 2013-Today Youtube Partner • 2015-Today Google Adwords, Adsense & CPA Networking [affiliate marketing programs] • 2013-2015 Specializing Media and Video Editing [Final Cut X & Motion 5] • 2008-2009 Specializing in marketing strategies. • 2008 Specialization in communication protocols of social networking. • 2007 Specialization course in photography and photoshop digital retouching dictated by Mark Leave, Lima. Peru. • 2000-2006 Various courses, photography and Art Direction Tv digital.
Personal skills and competences	
Social skills and competences	Facilities conversation and eloquent language developed over four years as a teacher.
Technical skills and competences	Skills in the management of professional video cameras, audio consoles, professional elements of image capture, lighting for television, film and professional photography.
Computer skills and competences	Management expert for the following PC software: Office, Adobe Photoshop, 3D Max, Internet. Management middle for the following PC software: Flash, Light Wave. Management expert for the following MAC software: Photoshop, Illustrator, Final Cut X, DVD Studio pro, Dreamweaver, Motion5, Davinci Resolve.
Artistic skills and competences	Professional management of the drawing, sculpture, painting and engraving, found along the more than eight years of study I have completed.
Other skills and competences	Creative skills to generate new concepts based on specific customer needs. Analytical ability to condense visual concepts.
Driving	Driving International and Florida

Personal References.

- 1- Carmen Alvares.
Phone 786 942 0347
- 2- Marino Molina
Phone 305 867 1966
marinomolina@yahoo.com

Personal Projects

Ferminius is a passionate Online Marketer and Video Producer, determined to help brands to create friendly and unique campaigns that people love. Trained in Arts, audio-visual production, SEO & SEM, Marketing Direction and Online Marketing, Ferminius handles the needs of his clients to generate creative and seductive campaigns with a very high rate of engagement and therefore with positive returns on investments [ROI]. In general, this holistic vision of communication and marketing is one of Ferminius main strengths, who hasn't thought twice in investing a great amount of time to create a Youtube content platform (Arte Mundo Latino) that between the years 2010 and 2016 was brought to TV national-wide in the United States at Time Warner and DirecTV.

