




# INES MARIA AYERZA

06.01.1989


## CONTACT

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CABA, Argentina 

## EDUCATION

GRADUATE  
in bilingual school orientated  
to Social Sciences and Humanities  
Colegio Michael Ham  
Memorial Collage  
Finalized: 2006

DEGREE IN ADVERTISING  
AND INSTITUTIONAL  
COMMUNICATION  
Universidad Católica Argentina  
Finalized: 2012

FILMMAKER PRODUCTION  
Centro Cultural Matienzo 2013

CREATIVE PHOTOGRAPHY  
Andy Goldstein 2014

ADVANCED PHOTOGRAPHY  
Cetae 2015

LETTERING (Panco Sassano)  
Haus - 2018

IG STORIES FILMS  
Somos Galaxia - 2019

## LANGUAGES

FLUENT ENGLISH  
Advanced level Exams:  
International General Certificate  
of Secondary Education (IGCSE),  
Cambridge University, England

## OBJECTIVE

I'm a self-motivated, creative strategist oriented in Innovation. Fluent in oral and written communication skills both in Spanish and English. I am also a producer, photographer and graphic designer.

My profesional motivation is to make something that matters. I try to find personal satisfaction in everything I do.

I am now living in Sydney, Australia with the work and holliday visa (expires March 2021), I came seeking for new adventures and challenges.

## SKILLS



Adobe  
Illustrator



Adobe  
In Design



Adobe  
Dreamweaver



Final Cut  
Pro



Adobe  
Photoshop



Adobe  
Lightroom



Adobe  
Premiere



Word  
Press

## WORK EXPERIENCE

### CREATIVE STRATEGIST - PROJECT LEADER

aug 2018 - feb 2020

Innovation lab of Bs As city government - Cabinet Headquarters

Detect the need of the demanding area and create a project approach strategy based on design thinking and service design.

Design the work methodologies and dynamics to be implemented in the projects to achieve the stated objective. Definition of the content, tools, work dynamics and resources necessary for its development.

Execution of the methodology and post production of the solutions to be presented.

### PRODUCER

nov 2016 - jul 2018

Innovation lab of Bs As city government - Modernization and Technology Ministry

Preproduction of audiovisual pieces.

Responsible for the production and execution of agile methodologies co-creation events.

Assist management in the design of the BA Lab's internal strategy and organization of co-creation, as well as in the assembly of the equipment necessary to achieve its objectives.

Provide relevant and quality information on trends associated with public innovation, smart cities, innovation laboratories and the different themes project themes carried out by the BA Lab.

### PRODUCTION ASSISTANT

dec 2014 - oct 2016

Jacaranda Films

Making of budgets for filming projects of advertising films pieces.

Short video editing for the website, callbacks, internal communication, mailing.

Management and design of the producer's website.

Location photography and image editing.

### PHOTOGRAPHER

2014 - today

Freelance

### WEB AND GRAPHIC DESINGER

2009 - today

Freelance