

# CONTACT

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CABA, Argentina	

# **EDUCATION**

#### GRADUATE

in billingual 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

# INES MARIA **AYERZA** 06.01.1989

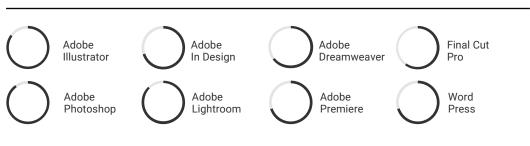
# **OBJECTIVE**

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



# 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

dec 2014 - oct 2016

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** 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 Freelance

WEB AND GRAPHIC DESINGER Freelance

2014 - today